

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 10, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.1	23,860
2	FAMILY TIES	25.1	21,310
3	DYNASTY	24.4	20,720
4	GRAMMY AWARDS(S)	23.8	20,210
5	MOVIE OF THE WEEK-TUE(S)	22.9	19,440
6	DALLAS	22.5	19,100
6	SIMON & SIMON	22.5	19,100
8	60 MINUTES	22.2	18,850
9	CHEERS	21.7	18,420
10	A TEAM	21.4	18,170
11	CBS SPECIAL MOVIE PRES(S)	21.2	18,000
12	MURDER, SHE WROTE	20.6	17,490
13	KNOTS LANDING	20.4	17,320
14	NEWHART	19.7	16,730
15	KATE & ALLIE	19.5	16,560
16	HOTEL	19.3	16,390
17	CRAZY LIKE A FOX	19.0	16,130
18	TV BLOOPERS & PRAC. JOKES	18.9	16,050

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.1	49,100
2	FAMILY TIES	19.4	43,140
3	CBS SPECIAL MOVIE PRES(S)	17.6	39,180
4	GRAMMY AWARDS(S)	16.7	37,130
5	DYNASTY	15.7	34,820
6	CHEERS	15.7	34,810
7	MOVIE OF THE WEEK-TUE(S)	15.1	33,620
8	A TEAM	14.8	32,960
9	SIMON & SIMON	14.4	31,980
10	DALLAS	14.0	31,110
11	60 MINUTES	13.9	30,880
12	TV BLOOPERS & PRAC. JOKES	13.6	30,290
13	HIGHWAY TO HEAVEN	13.4	29,770
14	KNIGHT RIDER	13.3	29,660
15	ABC SUNDAY NIGHT MOVIE#	13.2	29,360
16	ABC MONDAY NIGHT MOVIE	12.8	28,530
17	FACTS OF LIFE#	12.7	28,350
18	MURDER, SHE WROTE	12.7	28,310

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MOVIE OF THE WEEK-TUE(S)	23.4	20,730
2	BILL COSBY SHOW	22.8	20,170
3	DYNASTY	22.1	19,550
4	FAMILY TIES	20.5	18,140
5	DALLAS	20.1	17,770
6	SIMON & SIMON	18.8	16,690
7	GRAMMY AWARDS(S)	18.3	16,210
8	CHEERS	18.1	16,000
9	MURDER, SHE WROTE	17.6	15,570
10	KNOTS LANDING	17.5	15,480
11	NBC MONDAY NIGHT MOVIES	17.0	15,060
12	ABC SUNDAY NIGHT MOVIE#	17.0	15,030
13	HOTEL	16.9	14,940
14	NEWHART	16.8	14,880
15	CBS SPECIAL MOVIE PRES(S)	16.8	14,840
16	KATE & ALLIE	16.5	14,590
17	CBS TUESDAY NIGHT MOVIES#	16.4	14,510
18	60 MINUTES	16.4	14,500

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	16.8	13,450
2	60 MINUTES	16.3	13,040
3	CHEERS	15.0	11,990
4	GRAMMY AWARDS(S)	14.7	11,750
5	ABC MONDAY NIGHT MOVIE	14.5	11,590
6	ABC SUNDAY NIGHT MOVIE#	14.2	11,370
7	A TEAM	14.1	11,260
8	FAMILY TIES	13.9	11,100
9	DYNASTY	13.8	11,000
10	NBC SUNDAY NIGHT MOVIE	13.3	10,620
11	RODNEY DANGERFIELD SPEC.(S)	13.0	10,400
12	MOVIE OF THE WEEK-WED(S)	13.0	10,350
13	RIPTIDE#	12.9	10,320
14	MOVIE OF THE WEEK-TUE(S)	12.9	10,290
15	SIMON & SIMON	12.9	10,270
16	DALLAS	12.8	10,230
17	CBS SPECIAL MOVIE PRES(S)	12.8	10,200
18	KNIGHT RIDER	12.7	10,110
19	MURDER, SHE WROTE	12.6	10,030
20	NIGHT OF 100 STARS(S)	12.0	9,620
21	HIGHWAY TO HEAVEN	11.8	9,450

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 10, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.6	12,630
2	GRAMMY AWARDS(S)	22.3	12,430
3	DYNASTY	21.5	12,000
4	FAMILY TIES	21.0	11,740
5	CHEERS	19.5	10,890
6	MOVIE OF THE WEEK-TUE(S)	19.1	10,670
7	CBS SPECIAL MOVIE PRES(S)	18.8	10,490
8	NEWHART	17.6	9,800
9	ABC SUNDAY NIGHT MOVIE#	17.4	9,710
10	KATE & ALLIE	17.0	9,460
11	DALLAS	16.9	9,400
12	SIMON & SIMON	16.7	9,340
13	CBS TUESDAY NIGHT MOVIES#	16.6	9,280
14	NIGHT COURT#	16.2	9,060
15	KNOTS LANDING	16.1	8,980
16	HOTEL	14.8	8,260
17	FACTS OF LIFE#	14.8	8,250
18	MOVIE OF THE WEEK-WED(S)	14.5	8,090
19	TV BLOOPERS & PRAC. JOKES	14.5	8,080

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MOVIE OF THE WEEK-TUE(S)	29.5	8,040
2	DALLAS	27.9	7,610
3	MURDER, SHE WROTE	27.5	7,480
4	60 MINUTES	25.4	6,930
5	DYNASTY	23.9	6,520
6	FALCON CREST#	23.1	6,290
7	SIMON & SIMON	22.5	6,130
8	CRAZY LIKE A FOX	22.2	6,050
9	BILL COSBY SHOW	22.1	6,010
10	NBC MONDAY NIGHT MOVIES	22.0	6,000
11	TRAPPER JOHN, M.D.	21.8	5,940
12	HOTEL	21.0	5,720
13	HIGHWAY TO HEAVEN	21.0	5,710
14	A TEAM	20.3	5,540
14	KNOTS LANDING	20.3	5,540
16	MAGIC-DAVID COPPERFIELD(S)	20.0	5,460
17	NIGHT OF 100 STARS(S)	19.6	5,340
18	MAGNUM, P.I.	19.3	5,260

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	GRAMMY AWARDS(S)	17.2	9,320
2	BILL COSBY SHOW	16.2	8,760
3	CHEERS	15.9	8,620
4	ABC SUNDAY NIGHT MOVIE#	15.1	8,160
5	ABC MONDAY NIGHT MOVIE	14.6	7,900
6	CBS SPECIAL MOVIE PRES(S)	14.6	7,870
7	RODNEY DANGERFIELD SPEC.(S)	14.4	7,780
8	FAMILY TIES	13.9	7,510
9	NBC SUNDAY NIGHT MOVIE	12.7	6,880
10	KNIGHT RIDER	12.7	6,870
11	HILL STREET BLUES	12.3	6,650
12	NIGHT COURT#	12.1	6,530
13	RIPTIDE#	12.0	6,460
14	60 MINUTES	11.9	6,430
15	DYNASTY	11.8	6,360
16	A TEAM	11.7	6,320
17	M.NESMITH IN TV PARTS(S)	11.0	5,940
18	ST. ELSEWHERE#	10.7	5,800
19	RIPLY'S BELIEVE IT-NOT	10.5	5,660

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	25.4	5,250
2	MURDER, SHE WROTE	23.9	4,950
3	A TEAM	21.4	4,420
4	DALLAS	20.6	4,250
5	MOVIE OF THE WEEK-WED(S)	20.2	4,170
6	MOVIE OF THE WEEK-TUE(S)	20.0	4,140
7	SIMON & SIMON	19.4	4,020
8	NIGHT OF 100 STARS(S)	19.1	3,940
9	DYNASTY	18.7	3,860
9	HIGHWAY TO HEAVEN	18.7	3,860
11	BILL COSBY SHOW	17.7	3,650
12	MAGNUM, P.I.	17.3	3,570
13	MAGIC-DAVID COPPERFIELD(S)	16.9	3,490
14	CRAZY LIKE A FOX	16.8	3,480
15	FALCON CREST#	16.7	3,450
16	KNOTS LANDING	16.3	3,360
17	T.J. HOOKER	16.2	3,340
18	CBS EVENING NEWS-RATHER	15.9	3,290
19	HARDCASTLE & MCCORMICK	15.4	3,180

10 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-49 25-54 35-64			55+	TOTAL	18-34	MEN 18-49 25-54 35-64			55+	TOTAL FEM.	TOTAL 6-11							
*EVENING																																		
A TEAM																																		
TUE. 8.00P 60 NBC A 21 209 204 99 99																																		
8.00 - 8.30																																		
8.30 - 9.00																																		
ABC BUSINESS BRIEF-MON 9 136																																		
2 MON. 8.58P 1 ABC N 86																																		
ABC BUSINESS BRIEF-WED 21 201 149																																		
WED. 8.58P 1 ABC N 98 87																																		
ABC BUSINESS BRIEF-FRI 21 198 166																																		
1 FRI. 8.45P 1 ABC N 98 91																																		
2 FRI. 8.44P 1																																		
ABC MONDAY NIGHT MOVIE 9 205 197																																		
MON. 9.00P 120 ABC FF 99 99																																		
9.00 - 9.30																																		
9.30 - 10.00																																		
10.00 - 10.30																																		
10.30 - 11.00																																		
ABC NEWSBRIEF-MON 10 198 187																																		
1 MON. 10.01P 1 ABC N 98 97																																		
2 MON. 9.55P 1																																		
ABC NEWSBRIEF-TUE 22 192 191																																		
TUE. 9.58P 1 ABC N 97 98																																		
ABC NEWSBRIEF-WED 22 190 195																																		
WED. 9.58P 1 ABC N 97 98																																		
ABC NEWSBRIEF-THU 22 178 174																																		
1 THU. 9.58P 1 ABC N 92 95																																		
2 THU. 9.57P 2																																		
ABC NEWSBRIEF-FRI 22 183 163																																		
1 FRI. 9.58P 1 ABC N 94 90																																		
2 FRI. 9.57P 2																																		
ABC NEWSBRIEF-SAT. 22 196 188																																		
SAT. 9.58P 1 ABC N 98 98																																		
ABC NEWSBRIEF-SUN. 22 206 198																																		
1 SUN. 9.55P 1 ABC N 99 98																																		
2 SUN. 9.47P 1																																		
ABC SPORTS UPDATE-SAT 21 206 191																																		
SAT. 8.58P 1 ABC SN 99 97																																		
ABC SPORTS UPDATE-SUN 20 207 204																																		
1 SUN. 8.35P 1 ABC SN 99 99																																		
2 SUN. 8.58P 1																																		
ABC SUNDAY NIGHT MOVIE 19 206																																		
1 SUN. 9.00P 120 ABC FF 99																																		
CONT'D																																		

CONT'D

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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1ST MAR. 1985 REPORT

PROGRAM NAME									T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2	K E Y	Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady Work-Ing House Wom.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
															WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
MAGNUM, P.I.-CONT'D																															
THU. 8.00P 60 CBS PD 98 97												B 19.6 30 1664	1744	734	275	807	225	413	389	375	348	637	188	358	344	314	239	123	46	177	120
8.00 - 8.30												A 16.0 24 1358	1771	778	318	848	244	450	382	413	363	599	144	310	315	320	243	130	52^	194	122
8.30 - 9.00												A 18.8 28 1596	1815	791	328	859	256	466	403	410	351	621	160	336	332	332	240	145	64^	190	116
MATT HOUSTON																															
FRI. 10.00P 60 ABC PD 97 93												A 10.6 18 900	1640	763	240	796	223	448	454	417	263	586	173	310	299	313	208	147	38^	111^	77^
10.00 - 10.30												B 12.5 21 1061	1697	744	312	825	278	516	497	420	243	576	177	343	339	321	184	144	75	152	113
10.30 - 11.00												A 10.4 17 883	1581	743	221	775	210	422	432	408	266	552	147	285	288	307	201	147	37^	107^	77^
												A 10.9 18 925	1677	775	255	809	235	467	471	419	257	608	193	328	303	313	213	146	37^	114^	77^
MIAMI VICE																															
FRI. 10.00P 60 NBC OP 99 97												A 13.7 23 1163	1683	685	253	769	296	523	497	370	185	631	217	434	419	343	169	139	58^	144	121
10.00 - 10.30												B 14.0 23 1189	1777	670	298	747	326	550	476	359	153	711	309	522	483	334	146	160	64	159	120
10.30 - 11.00												A 13.8 23 1172	1689	691	245	775	301	532	491	373	191	630	223	437	420	338	164	146	58^	138	108^
												A 13.6 23 1155	1663	673	259	755	288	511	497	366	178	627	213	429	416	344	169	130	55^	151	134
M.MESMITH IN TV PARTS(S)																															
2 THU. 9.30P 30 NBC CV 184 97												A 15.6 24 1324	1745	779	400	845	369	592	573	357	195	579	279	450	367	216	115^	196	117^	125^	82^
MOONLIGHTING																															
2 TUE. 10.00P 60 ABC PD 200 99												A 13.6 23 1155	1626	719	192^	741	284	432	434	291	255	604	235	344	311	268	221	194^	53v	87^	52v
10.00 - 10.30												B 13.6 23 1155	1626	719	192	741	284	432	434	291	255	604	235	344	311	268	221	194	53	87	52
10.30 - 11.00												A 14.1 23 1197	1648	732	207^	758	307	440	433	280	262	595	233	335	310	266	219	185^	58^	110^	79^
												A 13.2 23 1121	1577	695	172^	714	260	421	427	297	244	604	233	347	309	265	220^	200^	43v	59^	22v
MOVIE OF THE WEEK-TUE(S)																															
A 22.9 33 1944												1729	966	398	1065	268	548	565													

SAT.	6.30P	30	NBC N	91	92	B 8.8 17	747	1477	695	195	725	127	269	290	334	400	612	141	256	260	274	313	55	17	85	54
NBC NIGHTLY NEWS-SUN	6.30P	30	NBC N	12	163 167	A 8.5 16	722	1532	692	402	795	262	388	377	354	294	655	206	332	329	288	248	44v	28v	38v	38v
SUN.	6.30P	30	NBC N	89	90	B 7.9 13	671	1549	664	251	720	164	297	299	333	361	602	156	276	292	281	268	80	55	147	96
NBC NIGHTLY NEWS				108	204 202	A 12.0 21	1019	1653	728	257	825	199	351	319	363	407	625	132	281	309	311	288	78	40^	125	77
M-F	6.30P	30	NBC N	99	99	B 11.5 20	976	1598	742	255	800	174	331	342	384	399	612	140	263	294	296	293	59	31	127	79
NBC SUNDAY NIGHT MOVIE				20	190 199	A 15.8 24	1341	1776	638	246	691	279	478	421	343	172	792	339	513	462	370	208	123	50^	170	126
1 SUN.	9.00P	120	NBC FF	96	98	B 16.7 26	1418	1745	723	312	803	281	501	466	407	239	649	239	421	405	334	172	143	63	150	106
2 SUN.	9.00P	115																								
	9.00 - 9.30					A 15.8 23	1341	1763	617	236	674	280	453	407	318	177	765	314	494	458	365	201	116	48^	208	139
	9.30 - 10.00					A 15.8 23	1341	1793	637	253	692	283	477	428	337	178	786	323	504	457	379	208	131	51^	184	129
	10.00 - 10.30					A 16.1 25	1367	1804	654	247	705	277	498	427	365	168	810	361	530	469	366	208	129	55^	160	129
	10.30 - 11.00					A 15.4 26	1307	1763	654	259	705	282	495	427	356	169	821	368	529	474	369	215	112	43^	125	104
NEWHART				17	204 202	A 19.7 29	1673	1655	767	332	888	342	586	493	389	276	485	167	298	288	230	149	147	67^	135	94
MON.	9.30P	30	CBS CS	99	99	B 18.7 28	1588	1584	780	327	871	301	508	468	372	313	480	171	294	276	215	160	126	67	107	77
NEWSBREAK-M-F				112	176 169	A 14.7 22	1248	1694	769	300	864	317	534	461	373	286	498	173	299	266	227	171	161	97	171	115
1 MTHF	9.58P	1	CBS N	84	83	B 15.6 24	1324	1605	783	297	866	261	462	438	400	348	517	154	286	273	256	194	110	57	112	77
1 TUE.	10.06P	1																								
1 WED.	10.00P	1																								
2 MTUTHF	9.58P	1																								
2 WED.	9.52P	1																								
NEWSBREAK-SAT.				23	178 168	A 10.3 18	874	1645	688	246	740	247	415	389	345	282	677	176	412	407	366	215	95^	48^	133^	121^
SAT.	9.58P	1	CBS N	87	88	B 12.2 20	1036	1779	665	272	736	210	430	418	382	261	724	224	438	428	392	235	129	56	190	142
NEWSBREAK-SUN.				22	184 187	A 14.7 22	1248	1559	759	256	824	191	398	399	385	387	524	113	276	288	302	201	121	64^	90^	77^
SUN.	9.58P	1	CBS N	88	91	B 16.3 25	1384	1594	777	290	862	220	409	400	401	394	572	152	303	302	291	228	82	44	78	55

1ST MAR. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																
SIMON & SIMON						22	206	196		A 22.5	34	1910	1674	796	332	874	261	489	460	428	322	537	162	291	273	251	211	136	61^	127	82	
THU. 9.00P						60	CBS	PD	99	97	B 22.1	33	1876	1668	773	283	851	252	464	432	405	335	582	168	324	315	294	217	117	47	118	78
9.00 - 9.30											A 21.4	32	1817	1709	797	333	867	247	476	455	434	328	545	157	289	276	260	218	145	65^	152	95
9.30 - 10.00											A 23.6	36	2004	1635	794	329	880	275	499	462	422	315	528	164	290	273	244	202	124	54^	103	70
60 MINUTES						24	208	209		A 22.2	36	1885	1638	733	274	769	161	348	372	396	367	693	175	340	370	362	279	100	64^	76	37^	
SUN. 7.00P						60	CBS	DN	99	99	B 22.4	34	1902	1617	739	290	789	165	335	349	390	398	687	181	349	353	344	284	67	28	74	43
7.00 - 7.30											A 21.5	35	1825	1637	727	277	765	167	349	370	388	364	689	175	339	370	357	280	100	64^	83	40^
7.30 - 8.00											A 22.8	36	1936	1641	740	273	775	155	348	373	405	374	695	177	344	371	366	277	99	64^	72	32^
SPORTSBREAK-SAT						24	192	177		A 9.1	16	773	2069	769	262	780	246	465	401	339	288	724	204	430	365	393	242	241	98^	324	235	
SAT. 8.58P						1	CBS	SN	96	91	B 11.9	20	1010	1999	695	269	764	248	470	438	372	250	716	258	464	430	364	210	164	64	355	247
SPORTSBREAK-SUN						24	202	202		A 16.9	24	1435	1600	805	302	870	188	395	414	436	416	555	108	248	259	320	266	102	52^	73^	60^	
SUN. 8.58P						1	CBS	SN	96	96	B 18.5	27	1571	1680	786	310	865	204	405	405	425	398	579	142	297	302	306	235	107	54	129	87
STREET HAWK						10	194	173		A 11.1	18	942	1618	733	293	805	182	429	446	456	297	468	104^	230	243	268	186	132^	47^	213	145	
FRI. 9.00P						60	ABC	A	95	91	B 13.7	21	1163	1857	709	291	804	292	503	475	382	238	562	206	356	340	276	159	170	71	321	215
9.00 - 9.30											A 10.8	17	917	1641	734	309	816	187	442	458	466	294	459	98^	224	248	273	180	135^	51^	231	162
9.30 - 10.00											A 11.5	18	976	1576	721	274	787	175	415	430	445	295	467	104^	230	238	265	185	129	41^	193	127^
T.J. HOOKER						19	206	192		A 14.4	25	1223	1526	681	238	767	195	343	313	354	375	580	133	284	252	290	273	71^	36^	108	97^	
SAT. 8.00P						60	ABC	OP	99	97	B 13.5	23	1146	1675	733	277	821	209	370	340	364	399	579	134	268	270	285	269	116	59	159	103
8.00 - 8.30											A 13.4	23	1138	1525	661	234	749	186	325	299	340	371	599	128	290	258	308	283	66^	31^	111^	102^

B.30 - 9.00					A 15.4 26 1307					1516	696	241	778 202					353 324	362 378	558 134					276 247	274 259	74^ 40^	106	93^
TV BLOOPERS & PRAC. JOKES 20 204 164					A 18.9 27 1605					1887	710	272	806 327					504 419	306 264	527 193					336 300	238 164	283 102	271	196
MON. 8.00P 60 NBC CV 99 93					B 17.3 26 1469					1916	746	300	830 320					512 431	363 264	561 210					352 312	259 180	240 115	285	199
8.00 - 8.30					A 18.7 27 1588					1911	725	285	814 319					504 432	323 268	535 193					336 300	241 170	289 104	273	189
8.30 - 9.00					A 19.2 27 1630					1844	689	255	791 330					500 404	288 260	513 194					332 297	229 157	273 100	267	202
THREE'S A CROWD 17 204 132					A 12.8 19 1087					1992	774	327	879 359					532 435	366 273	562 235					339 301	237 173	209 92^	342	209
TUE. 8.00P 30 ABC CS 99 88					B 15.0 22 1274					1789	734	282	823 303					462 380	340 309	530 212					314 276	214 182	186 104	250	157
TRAPPER JOHN, M.D. 18 205 205					A 17.9 29 1520					1507	745	321	834 216					407 378	373 392	529 158					316 315	286 184	62^ 50^	82^	42^
SUN. 10.00P 60 CBS GD 99 99					B 16.4 27 1392					1508	738	292	844 224					417 390	392 380	540 170					303 288	270 201	69 40	55	31
10.00 - 10.30					A 18.1 29 1537					1512	746	322	839 225					419 386	375 387	532 158					316 313	285 189	60^ 46^	81^	42^
10.30 - 11.00					A 17.8 31 1511					1486	736	317	818 203					392 369	372 392	523 156					315 315	287 181	65^ 53^	80^	41^
20/20 20 205 194					A 13.7 23 1163					1569	777	284	820 190					444 457	455 304	636 170					331 350	339 248	73^ 29^	40^	20v
THU. 10.00P 60 ABC DN 99 97					B 14.3 24 1214					1554	742	297	805 197					421 430	425 316	621 168					338 360	317 222	80 41	48	32
10.00 - 10.30					A 14.1 23 1197					1566	788	289	828 210					471 470	455 288	624 155					335 360	348 229	82^ 32^	32^	12v
10.30 - 11.00					A 13.3 23 1129					1568	766	276	813 169					414 440	455 323	644 180					321 339	328 266	64^ 26v	47^	28v
V 5 157					A 10.3 16 874					1973	643	244^	756 363					604 495	324 113^	528 195^					374 373	278^ 112^	265^ 99^	424	292
2 FRI. 9.00P 60 NBC SF 91					B 12.1 19 1027					1995	618	267	704 329					553 457	318 127	617 265					457 407	296 124	274 128	400	267
9.00 - 9.30					A 10.0 16 849					1914	640	203^	735 352					582 475	310 115^	504 167^					358 363	283^ 106^	247^ 79^	428	294
9.30 - 10.00					A 10.6 17 900					2009	641	280	767 370					617 506	331 112^	545 215^					384 380	273^ 117^	280 117^	417	289
WEBSTER 23 203 171					A 14.2 23 1206					1740	818	268	896 221					435 429	432 381	527 106					226 299	320 210	70^ 28^	247	201
FRI. 8.30P 30 ABC CS 99 93					B 17.2 27 1460					1798	777	326	870 286					475 446	385 334	471 144					253 258	234 173	141 83	316	208
WHO'S THE BOSS? 17 205 139					A 14.1 20 1197					1904	814	356	889 360					583 476	392 251	577 244					351 329	242 175	183 103^	255	131
TUE. 8.30P 30 ABC CS 99 88					B 16.0 23 1358					1776	754	311	844 329					512 423	353 281	528 210					322 292	225 165	188 114	216	136

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

PROGRAM NAME														AUDIENCE COMPOSITION													
WK		START	DUR	NET	PROG	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
#	DAY	TIME			TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
•LATE FRINGE																											
ABC NEWS:NIGHTLINE																											
1 MWTHF 11.30P 30 ABC N 87 192 194 A 5.3 15 450 1298 598 213 649 169 337 322 337 247 593 144 305 291 347 253 42^ 20^ 14^ LT																											
1 TUE. 11.30P 31 B 5.7 16 484 1328 620 225 681 169 351 329 364 267 568 162 313 307 289 214 41 19 38 22																											
2 M-F 11.30P 30																											
ABC ROCKS																											
FRI. 12.00M 32 ABC PC 20 138 130 A 1.9 6 161 857 366^224^ 497^174^ 391^379^ 323^ 37^ 317^137^ 162^ 82^ 61^155^ LT LT LT LT																											
FRI. 12.00M 32 ABC PC 20 138 130 B 2.1 6 178 1081 422 190 501 234 383 308 225 78 393 179 283 245 182 97 80 LT LT 107 78																											
ABC WEEKEND REPORT-SAT.																											
SAT. 11.30P 15 ABC N 21 164 162 A 4.1 10 348 1003 532 43^ 595 78^ 233^295^ 290^297^ 316^ 44^ 124^167^ 186^149^ 60^ 23^ 32^ 32^																											
SAT. 11.30P 15 ABC N 21 164 162 B 4.2 11 357 1248 674 185 709 178 367 373 399 262 458 103 217 219 261 208 47 35 34 26																											
ABC WEEKEND REPORT-SUN.																											
SUN. 11.30P 15 ABC N 22 170 166 A 4.7 13 399 1268 521 142^ 604 238^ 338 251^ 181^236^ 664 241^ 328 300^ 255^284^ LT LT LT LT																											
SUN. 11.30P 15 ABC N 22 170 166 B 3.9 12 331 1274 616 224 665 243 388 331 320 225 511 181 323 272 253 167 37 LT LT 61 29																											
CBS NEWS NIGHTWATCH-1																											
1 MWTHSU 2.00A 30 CBS N 106 56 57 A 1.0 11 85 906 389^141^ 459^164^ 235^259^ 212^153^ 447^165^ 212^176^ 224^212^ LT LT LT LT																											
1 TUE. 2.22A 8 B 1.2 13 102 885 419 189 462 124 267 265 261 142 416 175 262 240 194 129 LT LT LT LT																											
2 M-THSU 2.00A 30																											
CBS NEWS NIGHTWATCH-2																											
M-THSU 2.30A 30 CBS N 10 74 76 A 1.0 14 85 788 271^165^ 365^106^ 235^259^ 223^ 94^ 423^164^ 223^200^ 200^176^ LT LT LT LT																											
M-THSU 2.30A 30 CBS N 10 74 76 B 1.0 14 85 788 271 165 365 106 235 259 223 94 423 164 223 200 200 176 LT LT LT LT																											
CBS NEWS NIGHTWATCH-3																											
M-THSU 3.00A 180 CBS N 10 97 100 A 1.0 20 85 694^ 283^189^ 306^ 94^ 235^247^ 200^ LT 388^106^ 212^188^ 188^165^ LT LT LT LT																											
M-THSU 3.00A 180 CBS N 10 97 100 B 1.0 20 85 694 283 189 306 94 235 247 200 LT 388 106 212 188 188 165 LT LT LT LT																											
3.00 1.10 A 1.1 17 91 770 269^115^ 376^108^ 237^237^ 204^139^ 344^129^ 172^139^ 161^161^ LT LT LT LT																											
3.10 4.00 A 1.0 18 85 565^ 119^110^ 330^142^ 259^221^ 188^ 71^ 235^ LT 94^ 59^ 153^141^ LT LT LT LT																											
4.00 - 4.30 A 1.0 20 85 706^ 118^130^ 318^153^ 224^200^ 165^ 59^ 388^ 71^ 165^177^ 235^188^ LT LT LT LT																											
4.30 - 5.00 A 1.0 22 85 682^ 274^118^ 224^ 82^ 188^224^ 142^ LT 458^164^ 246^188^ 177^212^ LT LT LT LT																											
5.00 - 5.30 A .9 20 76 632^ 290^264^ 290^ LT 250^290^ 237^ LT 342^ LT 197^197^ 145^145^ LT LT LT LT																											
5.30 - 6.00 A .9 20 76 763^ 290^290^ 290^ LT 263^290^ 238^ LT 473^144^ 342^342^ 198^131^ LT LT LT LT																											
CBS SUNDAY NEWS-OSGOOD																											
SUN. 11.00P 15 CBS N 23 136 134 A 4.9 10 416 1445 838 371 838 198^ 386 427 401 379 503 224^ 336 286^ 188^167^ 37^ 21^ 67^ 50^																											
SUN. 11.00P 15 CBS N 23 136 134 B 5.8 12 492 1372 699 274 789 181 360 373 380 368 523 169 294 282 255 205 40 21 20 15																											
DAVID LETTERMAN I																											
M-TH 12.30A 30 NBC GV 87 188 191 A 3.5 18 297 1320 557 182^ 575 219 330 282 224 202^ 701 394 575 391 246 119^ 21^ LT 23^ LT																											
M-TH 12.30A 30 NBC GV 87 188 191 B 3.7 18 314 1291 529 183 581 238 334 285 244 175 635 365 483 336 212 124 42 LT 33 LT																											
DAVID LETTERMAN II																											
M-TH 1.00A 30 NBC GV 87 189 191 A 2.6 17 221 1244 562 163^ 584 227^ 349 312 253^181^ 624 348 511 326 226^108^ LT LT 32^ LT																											
M-TH 1.00A 30 NBC GV 87 189 191 B 2.8 18 238 1245 497 180 535 237 327 270 226 145 631 384 496 332 205 112 33 LT 46 LT																											
EYE ON HOLLYWOOD																											
1 M & W 12.00M 30 ABC GV 66 104 104 A 1.7 7 144 1056 396^138^ 452 222^ 250^160^ 104^188^ 528 167^ 264^264^ 333^229^ 62^ 42^ LT LT LT LT																											
1 M & W 12.00M 30 ABC GV 66 104 104 B 1.7 6 144 1054 474 188 546 195 315 248 253 179 482 160 282 269 260 165 LT LT LT LT																											
1 TUE. 12.01A 30																											
1 THU. 12.00M 31																											
2 MON. 12.00M 31																											
2 TU&TH 12.00M 30																											
2 WED. 12.00M 32																											
FRIDAY NIGHT VIDEOS																											
FRI. 12.30A 90 NBC PC 21 186 183 A 3.2 15 272 1199 448^ 78^ 510 349^ 396^220^ 117^ 84^ 442^239^ 361^243^ 162^ 81^ 225^122^ 22^ 22^																											
FRI. 12.30A 90 NBC PC 21 186 183 B 3.3 16 280 1191 420 163 491 286 380 260 156 90 428 272 352 225 125 64 190 79 82 76																											
12.30 - 1.00 A 4.2 16 357 1389 566 123^ 639 378 471 261^ 201^113^ 532 256^ 403 307^ 204^129^ 164^ 70^ 54^ 54^																											
1.00 - 1.30 A 3.1 15 263 1004 259^ 57^ 346^277^ 300^ 34^ 69^ 35^ 365^209^ 315^220^ 156^ 50^ 293^179^ LT LT																											
1.30 - 2.00 A 2.4 14 204 1039 460^ LT 460^377^ 377^377^ LT 83^ 363^250^ 328^146^ 78^ 35^ 216^118^ LT LT																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1985 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11						
WEEKDAY DAYTIME CONT'D																																			
ABC WORLD NEWS-MORN-645A										110	170	169	A	2.5	17	212	1420	790	297	799	213^	530	575	468	161^	514	194^	354	372	264^	142^	36v	27v	71v	56v
M-F 6.45A 15 ABC N										93	93	B	2.5	18	212	1329	640	265	686	210	472	472	383	155	465	139	276	283	257	158	67	40	111	75	
ALL MY CHILDREN										104	209	205	A	8.0	26	679	1370	880	178	963	469	732	538	400	191	252	129	172	143	71^	80^	14v	14v	141	15v
M-F 1.00P 60 ABC DD										99	99	B	8.2	26	696	1378	872	257	978	508	708	526	346	222	245	128	166	118	67	76	48	38	107	23	
1.00 - 1.30												A	7.6	25	645	1374	874	176	961	462	727	534	402	197	257	133	177	148	76^	80^	14v	14v	142	16v	
1.30 - 2.00												A	8.4	27	713	1360	879	177	963	474	731	534	394	189	244	123	164	136	64^	80^	15v	15v	138	14v	
ANOTHER WORLD										107	201	201	A	5.7	20	484	1411	952	175	1045	351	551	446	404	468	259	76^	114^	106^	107^	122^	21v	12v	86^	31v
M-F 2.00P 60 NBC DD										99	99	B	5.6	19	475	1384	897	176	987	321	512	428	426	439	248	90	110	87	96	119	47	38	102	37	
2.00 - 2.30												A	5.8	20	492	1433	944	183	1049	367	563	436	389	463	274	89^	122^	105^	106^	129	26v	18v	84^	28v	
2.30 - 3.00												A	5.7	20	484	1347	944	159	1022	330	529	448	408	466	232	61^	97^	100^	98^	113^	10v	LT	83^	33^	
AS THE WORLD TURNS										112	205	204	A	6.6	22	560	1216	829	107^	890	242	416	361	363	423	236	55^	95^	97^	129	111	26v	10v	64^	25v
M-F 1.30P 60 CBS DD										99	99	B	7.2	23	611	1210	804	109	881	227	385	344	355	445	229	51	91	82	104	123	34	17	66	22	
1.30 - 2.00												A	6.6	21	560	1191	810	102^	869	233	410	358	361	412	240	59^	104^	99^	128	107^	22v	LT	60^	20v	
2.00 - 2.30												A	6.7	23	569	1206	828	111	891	242	413	355	360	426	222	52^	83^	90^	120	109	30^	14v	63^	28^	
BODY LANGUAGE										110	103	103	A	2.5	7	212	1146	782	193^	848	288^	415	316	306	391	236^	37v	98^	113^	123^	123^	25v	LT	37v	LT
M-F 4.00P 30 CBS PV										55	55	B	2.8	8	238	1297	735	194	843	240	380	326	333	411	300	58	138	142	155	144	55	29	99	46	
CAPITOL										112	197	196	A	5.4	19	458	1214	749	131^	856	255	422	344	356	380	230	49^	74^	90^	131^	128^	53^	28v	75^	31v
M-F 2.30P 30 CBS DD										95	95	B	5.9	20	501	1206	762	119	853	234	391	342	362	410	220	48	89	82	110	119	56	27	77	27	
CBS EARLY MORNING NEWS										115	140	141	A	1.6	15	136	1022	441^	162^	456	73v	206^	228^	221^	228^	515	125^	258^	302^	251^	213^	LT	LT	44v	44v
M-F 6.30A 30 CBS N										89	89	B	1.6	17	136	1117	469	193	481	89	241	271	298	183	567	163	276	309	262	232	LT	LT	37	LT	
CBS MORNING NEWS 1										115	201	202	A	3.3	15	280	1289	626	211^	654	125^	315	323	311	299	511	75^	212^	200^	204^	293	63^	17v	61^	50v
M-F 7.30A 30 CBS N										99	99	B	3.3	16	280	1147	591	172	615	117	311	317	313	265	455	70	181	174	206	261	27	LT	50	29	
CBS MORNING NEWS 2										115	201	202	A	3.5	14	297	1175	707	124^	727	112^	280	307	329	390	363	67^	128^	118^	112^	218	44v	LT	41v	17v
M-F 8.30A 30 CBS N										99	99	B	3.7	16	314	1097	623	116	661	117	270	275	312	340	363	68	136	127	147	212	20	LT	53	19	
CBS SCHOOLBREAK SPECIALS(S)										195			A	6.5	17	552	1540	641	118^	742	225^	417^	373^	366^	268^	331^	94v	172^	152^	155^	159^	269^	187^	198^	143^
2 TUE. 4.30P 60 CBS CL										94			A	6.3	17	535	1449	639	107v	753	255^	443^	356^	368^	258^	281^	72v	132^	113v	134^	149^	272^	192^	143^	98v
4.30 - 5.00												A	6.6	17	560	1632	646	129^	737	195^	398^	390^	371^	280^	376^	113v	207^	186^	178^	169^	267^	182^	252^	187^	
5.00 - 5.30																																			
DAYS OF OUR LIVES										107	204	206	A	7.5	25	637	1463	900	251	1002	378	574	444	364	396	346	109	156	139	141	161	45^	37^	70^	27^
M-F 1.00P 60 NBC DD										99	99	B	7.2	23	611	1392	839	209	935	334	516	436	402	373	309	110	144	113	121	143	66	55	82	33	
1.00 - 1.30												A	7.2	24	611	1466	909	258	1007	372	564	447	367	405	343	100^	147	126	141	174	43^	33^	73^	26^	
1.30 - 2.00												A	7.7	25	654	1465	893	245	997	379	580	445	363	388	350	119	166	148	137	151	51^	42^	67^	27^	
FAMILY FEUD										103	183	183	A	3.3	13	280	1232	630	168^	715	311	454	354	254	240	400	218^	242	157^	96^	129^	46v	21v	71^	35v
M-F 11.30A 30 ABC QP										89	89	B	3.3	13	280	1342	793	196	875	394	547	416	302	285	310	150	185	148	97	104	53	35	104	41	
GENERAL HOSPITAL										104	207	204	A	9.1	29	773	1366	866	179	948	474	710	515	385	208	211	96	134	97	57^	77^	104	92	103	35^
M-F 3.00P 60 ABC DD										99	99	B	9.1	28	773	1341	805	223	901	437	633	476	348	228	224	98	133	98	71	86	116	101	100	50	
3.00 - 3.30												A	8.9	29	756	1329	865	168	947	479	708	517	375	208	201	90	130	102	55^	71^	90	74^	91	30^	
3.30 - 4.00												A	9.2	28	781	1408	875	187	957	473	718	517	397	208	217	98	136	94	59^	81^	118	108	116	40^	
GOOD MORNING, AMERICA-730										110	205	204	A	5.3	24	450	1333	725	264	752	280	482	442	338	210	427	151	243	240	212	151	79^	22v	75^	45^
M-F 7.30A 30 ABC N										99	99	B	4.8	23	408	1302	723	216	742	251	427	414	338	256	394	83	179	181	211	191	57	20	109	58	
GOOD MORNING, AMERICA-830										110	203	202	A	5.9	24	501	1168	688	199	722	226	411	375	335	285	371	146	210	172	143	155	23v	LT	52^	26v
M-F 8.30A 30 ABC N										99	99	B	5.5	23	467	1227	767	165	792	230	414	392	377	328	358	90	158	148	161	185	15	LT	62	20	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														AVG. AUD. SHARE % (0.000)		TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TEENS (12-17)	CHILDREN (2-11)								
WEEKDAY DAYTIME CONT'D																																			
TIME MACHINE										44	143	141	A	2.5	10	212	1462	845	132	901	269	494	477	386	339	278	66	104	141	127	128	66	47	217	38
M-F 10.00A 30 NBC QG										86	85	B	2.9	11	246	1431	823	136	860	252	495	451	395	313	308	81	132	139	138	145	65	36	198	64	
TODAY SHOW-7.30AM										110	202	202	A	4.6	21	391	1494	803	301	826	206	418	384	356	359	402	57	194	187	222	202	95	44	171	110
M-F 7.30A 30 NBC N										99	99	B	4.5	21	382	1343	714	268	739	158	340	380	358	331	446	86	202	195	218	223	51	22	107	72	
TODAY SHOW-8.30AM										110	202	202	A	4.6	19	391	1266	825	201	848	186	374	386	346	396	307	56	127	117	108	169	24	18	87	13
M-F 8.30A 30 NBC N										99	99	B	4.8	20	408	1265	724	161	747	169	297	322	315	379	416	80	166	162	180	224	24	17	78	29	
TRIVIA TRAP										104	181	181	A	3.1	13	263	1221	780	197	795	361	559	418	277	214	354	153	187	172	137	144	22	17	50	19
M-F 11.00A 30 ABC QP										88	88	B	3.2	12	272	1347	801	213	863	368	554	432	330	274	325	150	197	156	116	112	56	27	103	44	
\$25,000 PYRAMID										112	178	178	A	5.4	22	458	1175	643	91	731	166	298	279	328	388	285	74	133	125	115	142	38	26	121	27
M-F 10.00A 30 CBS QP										89	89	B	5.3	22	450	1231	691	113	791	184	317	290	340	431	327	84	154	138	138	154	19	12	94	33	
WHEEL OF FORTUNE										107	206	205	A	6.5	27	552	1279	809	135	885	198	334	318	334	478	247	60	95	83	89	148	31	21	116	24
M-F 11.00A 30 NBC QG										99	99	B	7.2	29	611	1241	763	135	830	187	324	299	344	448	278	71	103	83	109	161	40	23	93	34	
YOUNG AND THE RESTLESS										111	207	207	A	7.5	27	637	1309	775	113	862	306	480	399	372	338	299	68	106	134	144	142	40	14	108	26
M-F 12.30P 60 CBS DD										99	99	B	8.2	29	696	1261	796	150	889	292	468	403	379	378	256	61	102	91	107	136	37	22	79	20	
12.30 - 1.00												A	7.5	28	637	1300	771	101	852	311	471	389	359	337	303	72	110	128	138	149	38	12	107	26	
1.00 - 1.30												A	7.5	27	637	1300	781	121	868	301	488	408	385	336	287	61	103	140	148	129	40	13	105	24	
WEEKEND DAYTIME																																			
ABC WEEKEND SPECIALS										22	184	187	A	3.9	14	331	1918	576	278	600	291	412	251	261	148	278	207	234	185	27	44	287	185	753	393
SAT. 12.00N 30 ABC FV										90	94	B	5.1	16	433	1715	434	158	515	285	384	275	176	115	282	141	201	185	99	59	250	153	668	392	
ABC WIDE WORLD-SPORTS SAT										10	183	189	A	6.1	16	518	1535	335	30	382	142	214	195	163	149	806	311	463	467	357	304	50	27	297	228
1 SAT. 4.35P 85 ABC SA										93	95	B	7.4	17	628	1483	517	205	576	195	317	285	264	229	624	213	372	374	295	213	95	41	188	139	
2 SAT. 4.30P 90												A	5.7	16	484	1599	415	49	470	217	291	246	178	168	766	288	387	366	361	328	42	12	321	223	
4.30 - 5.00												A	6.2	16	526	1572	341	23	385	141	210	200	167	149	806	316	479	494	349	295	56	29	325	253	
5.00 - 5.30												A	6.5	16	552	1435	267	24	310	84	152	146	145	135	831	325	507	519	356	290	46	36	248	205	
ALVIN AND THE CHIPMUNKS										24	203	205	A	8.0	28	679	2000	318	79	344	186	254	202	136	80	212	168	174	98	16	28	276	182	1168	676
SAT. 10.30A 30 NBC CA										99	99	B	8.7	29	739	1758	319	105	355	206	278	192	126	66	199	118	149	118	56	39	252	162	952	555	
AMERICAN BANDSTAND										23	165	170	A	3.4	12	289	1702	515	197	647	341	533	347	282	92	283	159	218	150	107	44	204	92	568	330
SAT. 12.30P 60 ABC PC										85	87	B	3.7	12	314	1572	458	173	568	315	431	305	195	121	371	182	240	221	148	87	233	148	400	224	
12.30 - 1.00												A	3.2	11	272	1691	467	180	541	250	411	294	264	100	268	181	224	143	69	44	253	136	629	365	
1.00 - 1.30												A	3.5	13	297	1744	567	222	755	428	654	401	303	87	298	141	218	157	142	43	161	56	530	306	
BAY HILL GOLF CLASSIC-SAT(S)										169		A	2.7	9	229	1087	371	LT	371	92	92	161	210	210	589	87	262	270	209	319	LT	LT	109	96	
2 SAT. 2.30P 90 NBC SE										92		A	2.9	10	246	1049	378	LT	378	90	90	163	211	215	464	82	143	164	82	300	LT	LT	191	155	
2.30 - 3.00												A	2.8	9	238	1160	361	LT	361	89	89	143	213	218	655	75	311	311	260	344	LT	LT	126	126	
3.00 - 3.30												A	2.5	8	212	1019	368	LT	368	99	99	184	203	184	632	109	335	335	278	297	LT	LT	LT	LT	
3.30 - 4.00																																			
BAY HILL GOLF CLASSIC-SUN(S)										185		A	4.4	12	374	1455	518	193	522	96	281	243	292	241	761	205	368	361	357	323	139	37	33	LT	
2 SUN. 3.00P 120 NBC SE										95		A	3.9	11	331	1450	544	296	544	124	363	363	323	181	737	170	385	441	396	296	123	LT	46	LT	
3.00 - 3.30												A	4.1	12	348	1371	489	196	489	47	228	228	322	261	687	131	319	374	351	313	152	28	43	LT	
3.30 - 4.00												A	4.7	13	399	1579	530	125	530	99	266	200	268	264	840	268	429	341	366	337	164	61	45	LT	
4.00 - 4.30												A	4.8	13	408	1429	515	162	515	113	268	199	256	247	793	243	353	316	329	351	121	53	LT	LT	
4.30 - 5.00																																			

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PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+								
WEEKEND DAYTIME CONT'D																																			
CBS SPORTS SUNDAY										5	184	187	A	6.4	16	543	1785	823	286	927	284	540	441	445	314	650	215	404	387	308	200	128	100	80	28
1 SJN. 4.07P 113 CBS SA										95	95	B	6.7	16	569	1643	643	241	722	226	414	366	331	256	662	224	414	412	299	202	141	65	118	75	
2 SUN. 3.00P 150																																			
3.00 - 3.30												A	3.9	11	331	2018	1048	604	1163	428	622	492	553	408	811	242	569	466	370	242	44	LT	LT	LT	
3.30 - 4.00												A	5.3	15	450	1802	798	356	927	235	426	413	465	386	699	234	487	377	308	212	43	LT	133	LT	
4.00 - 4.30												A	5.7	15	484	1860	884	298	971	335	570	435	432	320	645	203	400	388	338	186	138	121	106	27	
4.30 - 5.00												A	7.1	18	603	1723	797	235	929	319	555	409	415	312	606	213	355	343	288	196	135	123	53	29	
5.00 - 5.30												A	7.4	18	628	1713	784	223	860	221	497	437	434	301	651	202	396	401	321	207	127	96	75	23	
5.30 - 6.00												A	7.7	17	654	1878	820	308	915	242	601	531	490	256	648	231	383	415	273	199	212	177	103	58	
DRAGON'S LAIR										23	201	200	A	4.1	14	348	1592	408	178	411	190	284	204	126	127	195	137	143	72	41	52	233	161	753	498
SAT. 10.00A 30 ABC CA										98	98	B	4.9	17	416	1677	273	91	317	167	233	171	101	77	248	139	196	132	84	45	240	98	872	494	
DUNGEONS AND DRAGONS										18	194	196	A	5.7	21	484	1773	411	151	411	179	289	231	152	104	186	74	136	136	100	50	322	169	854	492
SAT. 9.30A 30 CBS CA										98	98	B	5.8	20	492	1725	284	111	321	169	231	176	99	76	214	114	171	150	83	32	300	121	890	467	
FACE THE NATION										22	122	133	A	2.5	8	212	1132	406	94	439	90	133	123	127	288	576	137	302	183	278	274	37	LT	80	80
SUN. 10.30A 30 CBS CC										82	83	B	3.2	10	272	1231	535	193	563	123	207	217	219	314	568	175	300	297	276	240	32	LT	68	49	
GET ALONG GANG										24	200	205	A	5.4	24	458	1683	321	83	321	99	190	189	143	117	103	56	86	30	47	17	383	226	876	546
SAT. 8.30A 30 CBS CA										98	99	B	4.4	21	374	1589	264	71	290	143	186	147	88	92	189	64	116	111	89	65	152	89	958	554	
HONDA CLASSIC-SAT(5)										151		A	4.7	12	399	802	213	LT	213	LT	LT	LT	106	213	589	140	185	261	271	328	LT	LT	LT	LT	
1 SAT. 5.18P 42 NBC SE										87																									
5.00 - 5.30												A	4.3	11	365	825	203	LT	203	LT	LT	LT	96	203	622	165	213	296	265	326	LT	LT	LT	LT	
5.30 - 6.00												A	4.9	12	416	786	214	LT	214	LT	LT	LT	108	214	572	132	176	248	269	324	LT	LT	LT	LT	
HONDA CLASSIC-SUN(S)										183		A	4.9	13	416	1272	480	81	499	61	100	121	163	378	722	236	354	381	305	292	20	LT	31	LT	
1 SUN. 3.17P 109 NBC SE										95																									
3.00 - 3.30												A	4.5	13	382	1382	510	131	510	89	170	170	212	340	751	295	429	383	273	287	34	34	87	LT	
3.30 - 4.00												A	4.5	12	382	1435	583	112	583	81	134	134	209	449	768	270	409	435	320	277	LT	LT	84	LT	
4.00 - 4.30												A	4.7	12	399	1226	446	73	486	37	65	83	113	403	722	236	330	381	323	299	18	LT	LT	LT	
4.30 - 5.00												A	5.4	13	458	1135	413	55	443	50	77	114	140	329	663	170	279	322	288	306	29	LT	LT	LT	
5.00 - 5.30												A	5.8	14	492	1362	492	45	492	65	96	183	242	309	814	332	482	490	339	275	56	LT	LT	LT	
INCREDIBLE HULK										10	112	125	A	4.2	16	357	1395	242	128	242	97	139	139	145	103	378	179	265	242	141	58	139	54	636	379
SAT. 12.30P 30 NBC CA										67	68	B	4.3	13	365	1682	280	105	294	160	214	181	121	64	358	205	275	209	102	62	156	46	874	408	
IN THE NEWS-8.26AM										24	184	188	A	4.2	22	357	1468	270	79	270	71	138	139	110	107	120	56	87	62	64	33	231	156	847	424
SAT. 8.26A 3 CBS CN										93	94	B	3.3	19	280	1460	228	76	254	106	152	117	84	91	213	89	133	126	90	76	103	65	890	502	
IN THE NEWS-8.56AM										24	199	205	A	5.8	25	492	1610	320	62	320	105	188	179	138	120	105	53	84	31	52	21	289	192	896	528
SAT. 8.56A 3 CBS CN										98	99	B	4.8	22	408	1581	261	68	285	143	184	142	83	89	182	60	112	106	87	62	158	95	956	543	
IN THE NEWS-9.56AM										18	194	196	A	5.2	18	441	1692	437	159	437	200	308	201	143	109	194	88	132	132	93	62	298	168	763	483
SAT. 9.56A 3 CBS CN										97	98	B	5.5	19	467	1626	289	116	327	171	234	170	99	78	217	117	168	142	78	39	265	108	817	429	
IN THE NEWS-11.26AM										16	166	166	A	4.6	16	391	1962	513	350	577	312	396	298	194	161	424	269	314	214	119	98	328	136	633	417
SAT. 11.26A 3 CBS CN										80	80	B	5.4	18	458	1608	366	223	454	224	320	223	141	113	352	220	270	197	95	75	209	79	593	315	
IN THE NEWS-11.56AM										20	166	162	A	3.8	13	323	1774	557	309	662	365	479	346	213	158	257	163	163	94	56	84	171	84	684	384
SAT. 11.56A 3 CBS CN										90	89	B	4.2	14	357	1667	427	182	510	238	347	241	160	147	341	186	255	193	117	78	166	69	650	385	
KIDD VIDEO										24	170	191	A	6.2	23	526	1515	200	78	200	129	200	153	71	LT	150	100	118	62	18	32	313	190	852	528
SAT. 11.00A 30 NBC CA										86	97	B	7.0	24	594	1687	323	101	351	216	275	176	109	66	202	130	159	116	51	35	272	161	862	512	

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
WEEKEND DAYTIME CONT'D																																	
ONE TO GROW ON-8:58AM SAT. 8.58A 2 NBC CN 24 199 199														A 5.5 24 467	1651	352	112	380	231	302	180	108	59	137	81	96	109	56	28	192	91	942	551
														B 5.0 23 425	1651	273	113	315	165	232	178	123	61	213	117	140	129	65	58	199	100	924	584
ONE TO GROW ON-10:28AM SAT. 10.28A 2 NBC CN 24 200 201														A 8.8 30 747	1992	333	129	372	183	275	192	157	81	203	147	167	98	36	20	314	158	1103	663
														B 9.1 31 773	1756	322	123	356	198	281	207	137	61	221	139	179	140	61	37	238	150	941	553
ONE TO GROW ON-10:58AM SAT. 10.58A 2 NBC CN 24 202 204														A 7.5 26 637	1922	288	70	313	196	261	211	117	41	202	150	163	96	23	29	274	172	1133	643
														B 8.3 28 705	1745	315	104	353	201	276	193	129	67	199	117	150	117	58	40	258	166	935	544
ONE TO GROW ON-12:28PM SAT. 12.28P 2 NBC CN 23 125 156														A 5.4 19 458	1216	107	68	107	85	107	107	22	17	231	187	209	146	22	22	201	117	677	413
														B 5.0 16 425	1549	301	101	333	169	225	176	123	99	279	160	212	158	85	53	205	90	732	373
PINK PANTHER AND SONS SAT. 8.30A 30 NBC CA 21 200 200														A 5.1 23 433	1679	314	112	323	163	230	157	106	77	151	77	101	116	74	35	186	84	1019	601
														B 4.6 22 391	1655	253	104	292	153	207	162	111	63	208	116	142	136	68	49	215	96	940	622
PRO BOWLERS TOUR 1 SAT. 3.00P 95 ABC SE 10 167 170														A 5.6 17 475	1358	533	86	575	135	290	248	272	276	560	183	234	269	254	257	84	17	139	71
														B 6.3 17 535	1360	524	127	561	166	268	239	237	278	618	197	317	310	274	263	73	30	108	68
2 SAT. 3.00P 90														A 5.2 17 441	1261	568	68	606	113	306	254	304	286	481	131	179	250	236	218	79	17	95	55
3.00 - 3.30														A 5.4 17 458	1299	550	91	595	124	294	246	288	294	555	168	207	267	256	272	73	17	76	27
3.30 - 4.00														A 6.2 18 526	1468	492	90	538	156	278	245	239	257	622	232	297	277	270	276	104	17	204	105
4.00 - 4.30																																	
PRYOR'S PLACE SAT. 11.30A 30 CBS CL 24 164 162														A 4.3 15 365	1805	620	362	713	377	520	422	262	163	317	216	216	121	65	90	158	82	617	379
														B 4.5 15 382	1733	424	174	494	231	345	249	170	128	331	187	253	194	113	67	196	78	712	414
ROAD TO LEXINGTON(S) 144														A 3.2 11 272	1908	561	121	561	117	298	378	286	183	820	290	507	452	324	278	52	17	475	351
2 SUN. 12.00N 60 CBS SC 86														A 2.9 10 246	2057	564	93	564	155	342	414	259	150	716	243	479	448	333	204	74	17	703	561
12.00 - 12.30														A 3.5 12 297	1758	549	138	549	87	255	340	300	209	893	320	523	451	313	341	33	17	283	172
12.30 - 1.00																																	
SCARY SCOOPY DOO FUNNIES SAT. 11.00A 30 ABC CA 21 194 194														A 4.9 17 416	1577	301	168	335	198	311	210	137	24	225	145	196	161	80	29	126	90	891	451
														B 5.4 18 458	1638	310	100	384	235	302	192	118	69	233	123	177	140	82	44	188	100	833	445
SCHOOLHOUSE ROCK-8:25AM SAT. 8.25A 4 ABC CN 24 190 189														A 3.3 17 280	1868	275	57	275	56	164	164	108	111	218	200	200	200	17	18	275	107	1100	691
														B 3.1 18 263	1866	241	71	284	114	191	159	105	91	215	121	159	127	64	51	252	114	1115	718
SCHOOLHOUSE ROCK-9:55AM SAT. 9.55A 4 ABC CN 24 201 200														A 4.3 15 365	1600	320	132	320	127	205	173	107	100	242	192	192	156	24	50	216	128	822	532
														B 4.9 17 416	1747	257	91	299	113	208	162	126	86	255	122	205	145	107	49	208	67	985	597
SCHOOLHOUSE ROCK-10:25AM SAT. 10.25A 4 ABC CN 24 201 200														A 4.2 14 357	1529	408	168	411	198	286	188	121	125	196	144	149	75	52	47	190	143	732	466
														B 4.7 16 399	1646	277	91	320	170	234	168	103	79	249	137	193	133	89	48	225	99	852	472
SCHOOLHOUSE ROCK-11:25AM SAT. 11.25A 4 ABC CN 21 194 194														A 4.8 17 408	1561	298	160	325	197	308	211	128	17	233	164	203	164	69	30	111	80	892	419
														B 5.3 17 450	1633	306	97	377	223	292	187	121	70	240	127	181	138	85	48	197	107	819	431
SHIRT TALES SAT. 8.00A 30 CBS CA 24 185 188														A 3.7 21 314	1475	242	80	242	55	127	128	114	91	131	68	99	77	63	32	232	149	870	427
														B 2.8 17 238	1476	236	76	260	114	158	122	87	90	222	87	135	130	96	82	104	62	890	507
SMURFS I SAT. 9.00A 30 NBC CA 24 201 202														A 6.8 26 577	1865	301	85	330	162	243	189	114	74	209	147	175	121	62	21	258	185	1068	634
														B 6.2 25 526	1713	319	122	356	192	269	200	138	62	235	147	173	144	64	47	203	124	919	560
SMURFS II SAT. 9.30A 30 NBC CA 24 201 202														A 8.8 32 747	1913	301	115	346	180	270	191	132	61	222	136	174	112	78	41	265	186	1080	656
														B 8.5 31 722	1762	322	131	356	199	280	211	134	53	239	146	183	151	72	44	212	136	955	569
SMURFS III SAT. 10.00A 30 NBC CA 24 201 202														A 9.5 33 807	2017	320	116	351	171	266	191	153	65	200	139	162	99	43	18	321	144	1145	695
														B 9.5 33 807	1781	324	123	356	201	285	218	135	53	219	139	176	140	60	36	236	152	970	573
SNORKS SAT. 8.00A 30 NBC CA 21 194 195														A 4.3 24 365	1570	162	88	162	63	104	72	55	44	87	44	44	62	43	25	138	96	1183	808
														B 3.6 23 306	1614	216	85	247	102	134	116	108	79	168	102	111	104	48	41	199	105	1000	698

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 25, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,900 19.9				21,990 25.9							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,920 16.4	15.8*		16.9*	17.3	17.2*		17.9*		17.4*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 15.5	23* 16.2		24* 17.1	26 17.1	24* 17.3		26* 18.0		27* 17.6		27* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,230 20.3			17,660 20.8		17,230 20.3			16,050 18.9			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,010 16.5	15.8*		17.2*	18.2		15,880 18.7		13,160 15.5	15.6*		15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 15.3	23* 16.3		25* 17.1	26 17.6	27 18.8		27 18.7		24* 15.6		25* 15.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						22,500 26.5				22,580 26.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						17,150 20.2	19.9*		20.5*	17,740 20.9	20.8*		20.8*		21.0*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 19.4	30* 20.4		29* 20.7	32 20.7	30* 20.9		30* 20.9		32* 21.1		34* 21.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,420 21.7				19,780 23.3		18,850 22.2		18,000 21.2			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.6	14.3*		14.4*	14,770 17.4	15.3*		16.7*		18.7*		19.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 14.1	20* 14.5		21* 14.9	26 15.2	22* 15.5		24* 16.6		29* 18.5		31* 19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,420 21.7				19,780 23.3		18,850 22.2		18,000 21.2			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,600 17.2	16.6*		17.8*	17,660 20.8	17,570 20.7		14,690 17.3		17.7*		17.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 16.2	24* 17.0		25* 17.6	30 20.6	30 21.0		28 20.5		28* 20.8		28* 16.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,590 21.9				19,100 22.5							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,940 17.6	17.4*		17.8*	13,240 15.8	16.4*		15.4*		15.4*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 16.9	25* 17.9		25* 17.7	24 16.6	24* 16.3		23* 15.6		24* 15.2		24* 14.9

TV HOUSEHOLDS USING TV WK. 1	64.7	66.0	64.8	66.2	66.2	68.4	69.4	70.2	70.2	70.4	69.1	68.4	65.2	64.3	62.9	60.2
(See Def. 1) WK. 2	64.7	66.0	66.4	67.7	69.2	70.8	71.3	71.3	69.6	69.6	69.0	67.7	64.7	63.3	62.6	60.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. MAR. 4, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.26, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		12,570 14.8		12,020 15.1		14,350 16.9		11,380 13.4				
	ABC TV		{		THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)		GETTING THE LAST LAUGH				
	AVERAGE AUDIENCE (Households (000) & %)		{		10,870 12.8		11,380 13.4		11,290 13.3		7,640 9.0		9.4*		
	SHARE OF AUDIENCE %		{		19		19		18		18 *		14 *		
AVG. AUD. BY ¼ HR.		{		12.7		12.9		13.3		13.5		13.0			
TOTAL AUDIENCE (Households (000) & %)		{		38,290 45.1											
CBS TV		{								GRAMMY AWARDS (8:00-11:20PM) (-OP)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{		20,210 23.8		23.8*		25.4*		24.9*		24.4*		24.2*	
SHARE OF AUDIENCE %		{		35		35 *		35 *		34 *		34 *		35 *	
AVG. AUD. BY ¼ HR.		{		22.6		25.1		25.4		24.6		24.5		22.6	
TOTAL AUDIENCE (Households (000) & %)		{		20,630 24.3				25,980 30.6							
NBC TV		{										MOVIE OF THE WEEK-TUE EVERGREEN, PART 3 (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{		16,390 19.3		18.2*		20.4*		19,440 22.9		21.7*		22.2*	
SHARE OF AUDIENCE %		{		27		26 *		28 *		33		30 *		31 *	
AVG. AUD. BY ¼ HR.		{		17.6		18.8		20.1		21.5		22.0		22.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		12,740 15.0		13,670 16.1		14,770 17.4		14,690 17.3				
	ABC TV		{		THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)		MOONLIGHTING				
	AVERAGE AUDIENCE (Households (000) & %)		{		10,870 12.8		12,480 14.7		11,630 13.7		11,550 13.6		14.1*		
	SHARE OF AUDIENCE %		{		19		21		21		20 *		22 *		
AVG. AUD. BY ¼ HR.		{		12.3		13.4		14.7		13.9		14.3		14.0	
TOTAL AUDIENCE (Households (000) & %)		{		9,930 11.7		11,410 13.9		22,330 26.3							
CBS TV		{		JEFFERSONS		ALICE (SD)				CBS TUESDAY NIGHT MOVIES KIDS DON'T TELL (SD)					
AVERAGE AUDIENCE (Households (000) & %)		{		8,660 10.2		7,470 8.8		15,370 18.1		17.3*		17.9*		18.7*	
SHARE OF AUDIENCE %		{		15		13		29		26 *		27 *		31 *	
AVG. AUD. BY ¼ HR.		{		9.8		10.6		8.7		17.6		18.0		17.7	
TOTAL AUDIENCE (Households (000) & %)		{		24,370 28.7				19,020 22.4				15,200 17.9			
NBC TV		{								RIPTIDE				REMINGTON STEELE	
AVERAGE AUDIENCE (Households (000) & %)		{		19,950 23.5		22.6*		24.4*		15,620 18.4		18.6*		18.1*	
SHARE OF AUDIENCE %		{		34		33 *		35 *		28		28 *		28 *	
AVG. AUD. BY ¼ HR.		{		22.0		23.2		24.6		18.7		18.6		18.5	

TV HOUSEHOLDS USING TV	WK 1	60.9	62.6	64.1	65.3	67.8	70.1	71.0	72.5	72.5	72.6	72.5	71.6	69.8	67.2	64.8	62.2
(See Def. 1)	WK 2	60.3	62.1	64.3	65.4	67.0	68.3	68.9	69.3	66.5	66.5	66.0	64.4	61.7	60.6	58.4	55.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.TUE. MAR.5, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.27, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,420 21.7				25,050 29.5				20,550 24.2			
	ABC TV							FALL GUY (SD)				DYNASTY (SD)				HOTEL		
	AVERAGE AUDIENCE (Households (000) & %)						14,350 16.9	15.7*		18.0*	24.8	24.1*		25.6*	20.4	20.6*		20.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 15.7	25 15.8		27 17.3	37 23.6	35 24.5		38 25.7	34 20.7	33 20.5		35 20.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,260 16.8		13,160 15.5		15,370 18.1							
	CBS TV						CHARLES IN CHARGE			E/R (SUS-SD)			CBS WEDNESDAY NIGHT MOVIE STILL OF THE NIGHT (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						12,060 14.2		11,290 13.3		8,490 10.0	10.4*		9.9*		10.6*		9.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 13.7		20 14.7		16 10.6	15 10.2		15 9.6		17 10.3		16 9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,930 22.3				16,560 19.5		14,430 17.0		15,370 18.1			
	NBC TV							HIGHWAY TO HEAVEN (SD)				FACTS OF LIFE		SARA		ST ELSEWHERE		
	AVERAGE AUDIENCE (Households (000) & %)						15,370 18.1	17.4*		18.8*	17.1		12,570 14.8		12,140 14.3	14.6*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.8	27 18.1		28 18.8	25 16.8		22 14.7		24 14.8	23 14.4		24 13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,970 20.7				24,170 28.7				18,250 21.5			
	ABC TV							FALL GUY (R)(SD)				DYNASTY (SD)				HOTEL		
	AVERAGE AUDIENCE (Households (000) & %)						13,240 15.6	14.8*		16.3*	20,380 24.0	23.7*		24.3*	15,370 18.1	18.7*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.4	23 15.2		24 16.9	36 23.3	35 24.1		36 24.5	31 19.1	31 18.4		31 17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,970 14.1		11,290 13.3		15,450 18.2							
	CBS TV						CHARLES IN CHARGE			E/R (R)(SUS-SD)			CBS WEDNESDAY NIGHT MOVIE AUTHOR! AUTHOR! (SD)					
	AVERAGE AUDIENCE (Households (000) & %)						9,760 11.5		9,850 11.6		8,570 10.1	10.7*		10.3*		9.8*		9.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 11.3		17 11.8		16 10.7	16 10.8		15 10.5		16 9.9		17 9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,380 24.0				22,500 26.5							
	NBC TV							HIGHWAY TO HEAVEN (SD)				MOVIE OF THE WEEK-WED HE L TOWN (SD)						
	AVERAGE AUDIENCE (Households (000) & %)						16,560 19.5	19.1*		20.0*	15,450 18.2	17.2*		18.3*		18.9*		18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 18.5	29 19.7		30 20.3	29 17.0	26 17.3		27 18.3		31 19.2		32 18.6
TV HOUSEHOLDS USING TV		WK 1	60.0	61.2	61.6	63.3	63.3	63.9	65.3	66.8	67.6	68.5	67.8	67.7	63.7	61.7	59.7	57.2
(See Def. 1)		WK 2	59.7	61.6	62.7	64.2	65.1	65.9	66.5	67.9	67.3	67.4	67.7	66.2	61.7	59.5	58.1	55.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.WED. MAR.6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. FEB. 28, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	15,880 18.7												16,470 19.4				
	ABC TV	ABC THURSDAY NIGHT MOVIE NEIGHBORS (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	7,980												12,310				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	9.4 14 10.2	9.8* 15* 9.3			9.5* 14* 9.2				9.0* 13* 6.8			9.3	9.6* 15* 9.8	14.5 24 14.0	14.6* 24* 15.1	14.4* 25* 14.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,760 22.1												20,630 24.3				
	CBS TV	MAGNUM, P. I. (R)(SD) SIMON & SIMON (SD) KNOTS LANDING																
	AVERAGE AUDIENCE (Households (000) & %)	14,520								19,700				17,230				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17.1 26 15.3	15.7* 24* 16.1			18.4* 27* 18.2				23.2 35 21.7	22.3* 33* 22.9		24.0	24.0* 37* 24.1	20.3 34 20.7	20.6* 33* 20.6	19.9* 35* 19.4	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	26,490 31.2												16,300 19.2				
	NBC TV	BILL COSBY SHOW (R) FAMILY TIES (R)(SD) CHEERS NIGHT COURT (SD) HILL STREET BLUES (R)																
	AVERAGE AUDIENCE (Households (000) & %)	23,520				20,970				17,400				14,860				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27.7 42 26.6				24.7 37 24.6				20.5 30 20.6				17.5 27 17.8				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	14,040 16.6												15,880 18.7				
	ABC TV	ABC THURSDAY NIGHT MOVIE BUDDY BUDDY (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	6,880												10,950				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8.1 12 8.1	7.7* 12* 7.2			7.7* 11* 7.6				7.6* 11* 7.5			8.9	9.2* 14* 9.5	12.9 22 14.0	13.6* 22* 13.3	12.2* 21* 11.9	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	19,610 23.1												20,550 24.2				
	CBS TV	MAGNUM, P. I. (SD) SIMON & SIMON (R)(SD) KNOTS LANDING																
	AVERAGE AUDIENCE (Households (000) & %)	15,030								18,510				17,320				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17.7 26 15.6	16.2* 24* 16.9			19.2* 29* 18.6				21.8 33 20.3	20.5* 31* 20.7		22.2	23.1* 36* 23.9	20.4 34 20.6	20.6* 33* 20.6	20.2* 35* 19.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	26,830 31.6												16,730 19.7				
	NBC TV	BILL COSBY SHOW (R) FAMILY TIES (SD) CHEERS M. NESMITH IN TV PARTS HILL STREET BLUES (R)																
	AVERAGE AUDIENCE (Households (000) & %)	24,110				21,650				19,440				13,240				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28.4 42 27.3				25.5 38 25.5				22.9 34 23.0				15.6 24 17.2				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	60.2	61.7	62.9	64.0	66.2	66.8	66.8	67.1	67.5	67.8	65.9	65.0	61.9	61.1	59.0	56.1
		WK 2	58.3	59.7	61.6	63.4	66.3	67.6	67.1	67.6	67.3	66.9	65.2	64.3	63.0	61.3	59.2	56.4

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1	60.2	61.7	62.9	64.0	66.2	66.8	66.8	67.1	67.5	67.8	65.9	65.0	61.9	61.1	59.0	56.1
WK 2	58.3	59.7	61.6	63.4	66.3	67.6	67.1	67.6	67.3	66.9	65.2	64.3	63.0	61.3	59.2	56.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. MAR. 7, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.1, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,500 15.9		14,180 16.7		12,650 14.9				11,720 13.8			
	ABC TV						BENSON (R)		WEBSTER (R)(SD)		STREET HAWK (SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,290 13.3		12,310 14.5		9,850 11.6	11.1*		12.1*	8,910 10.5	10.4*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 12.8	13.8	23 14.4	14.6	18 11.0	18* 11.2		19* 12.4	17 10.6	17* 10.1	18* 10.3	18* 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						28,870 34.0								22,500 26.5			
	CBS TV						CBS SPECIAL MOVIE PRES THE WIZARD OF OZ(R) (SUS-SD)(SD)								DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)						18,000 21.2	18.6*		20.1*		22.4*		23.8*	19,190 22.6	22.6*		22.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 18.3	31* 19.0		32* 20.5		36* 22.2		38* 22.7	37 22.3	37* 22.9	23.1	37* 22.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,220 19.1								14,770 17.4			
	NBC TV						MOVIE OF THE WEEK-FRI TIME BOMB(R) (SD)								MIAMI VICE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,170 10.8	10.2*		10.1*		11.2*		11.8*	11,630 13.7	13.6*		13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 10.3	17* 10.1		16* 10.2		18* 11.2		19* 11.3	22 13.3	22* 13.9	23* 13.9	23* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,260 16.8		13,580 16.0		12,310 14.5				11,040 13.0			
	ABC TV						BENSON (R)		BLUSTER (R)(SD)		STREET HAWK (SD)				MATT HOUSTON (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,310 14.5		11,720 13.8		9,000 10.6	10.5*		10.8*	9,080 10.7	10.3*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.2	22 14.8	22 13.9	13.6	17 10.2	17* 10.7		17* 10.6	18 9.9	17* 10.6	19* 11.1	19* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,590 21.9				22,750 26.8				17,490 20.6			
	CBS TV						MAGIC-DAVID COPPERFIELD (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						14,260 16.8	15.9*		17.8*	19,020 22.4	22.1*		22.7*	14,860 17.5	17.8*		17.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 15.6	25* 16.1		28* 17.4	35 21.9	35* 22.4		36* 23.0	29 17.9	29* 17.6	30* 17.4	30* 17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,820 15.1				11,210 13.2				14,350 16.9			
	NBC TV						CODE NAME: FOXFIRE (SD)				V (SD)				MIAMI VICE			
	AVERAGE AUDIENCE (Households (000) & %)						9,170 10.8	10.5*		11.0*	8,740 10.3	10.0*		10.6*	11,550 13.6	13.9*		13.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 10.2	17* 10.8		17* 10.8	16 10.0	16* 10.0		17* 10.3	23 13.6	23* 14.2	23* 13.8	23* 12.8
TV HOUSEHOLDS USING TV		WK 1	56.2	57.4	57.7	58.8	59.7	60.7	61.8	62.2	62.5	62.5	63.0	63.2	61.6	61.5	60.9	60.0
(See Def. 1)		WK. 2	55.5	57.0	57.9	60.3	61.5	63.3	63.7	64.0	63.1	63.7	63.8	63.0	61.1	60.4	59.1	57.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. MAR.8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 2, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,390 19.3				15,200 17.9				13,920 16.4							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES							
	AVERAGE AUDIENCE (Households (000) & %)	12,820 15.1				11,630 13.7				11,120 13.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 13.3				23 13.6				24 13.9				25 13.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,120 13.1				13,580 16.0				15,030 17.7							
	CBS TV	OTHERWORLD (SD)				AIRWOLF (SD)				COVER-UP							
	AVERAGE AUDIENCE (Households (000) & %)	8,410 9.9				10,780 12.7				11,210 13.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 9.7				21 12.0				24 13.5				24 13.3			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	16,640 19.6				14,180 16.7				12,900 15.2				9,510 11.2			
	NBC TV	DIFF'RENT STROKES-SAT.				DOUBLE TROUBLE (SD)				GIMME A BREAK (R)				IT'S YOUR MOVE (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	14,350 16.9				13,070 15.4				11,120 13.1				7,130 8.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29 16.2				26 15.3				22 13.2				15 8.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	16,110 17.8				14,880 17.5				14,090 16.8							
	ABC TV	T.J. HOOKER (SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES							
	AVERAGE AUDIENCE (Households (000) & %)	11,630 13.7				11,630 13.7				11,210 13.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 12.3				24 13.8				25 13.9				26 13.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,040 13.0				12,480 14.7				13,410 15.8							
	CBS TV	OTHERWORLD (SD)				AIRWOLF (R)(SD)				COVER-UP							
	AVERAGE AUDIENCE (Households (000) & %)	7,050 8.3				9,930 11.7				10,360 12.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 8.5				20 10.4				22 12.6				23 12.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	15,110 17.8				12,900 15.2				11,210 13.2				7,050 8.3			
	NBC TV	DIFF'RENT STROKES-SAT.				DOUBLE TROUBLE (R)(SD)				GIMME A BREAK (R)				IT'S YOUR MOVE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	13,070 15.4				11,120 13.1				9,760 11.5				4,920 5.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 14.8				23 13.3				19 11.1				11 6.3			

TV HOUSEHOLDS USING TV	WK. 1	53.4	55.0	55.8	57.3	58.1	59.2	59.4	59.5	60.4	60.1	59.4	59.3	55.7	55.3	54.7	53.5
(See Def. 1)	WK. 2	50.7	52.7	53.8	54.9	57.3	57.8	57.3	57.4	57.5	58.1	56.7	56.7	53.8	52.9	52.0	50.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. SAT. MAR. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.2, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,160
(Households (000) & %) { 4.9

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 3,910
(Households (000) & %) { 4.6
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 4.6

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

1

TOTAL AUDIENCE { 11,890
(Households (000) & %) { 14.0

NBC TV

← SATURDAY NIGHT →
(11:30-12:55AM)
(SUSTAINING 12:55-1:00AM)

AVERAGE AUDIENCE { 6,790
(Households (000) & %) { 8.0 8.1* 8.3* 7.4*
SHARE OF AUDIENCE % 23 21* 25* 26*
AVG. AUD. BY ¼ HR. % 7.8 8.4 8.6 8.0 7.5 7.3

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE { 3,060
(Households (000) & %) { 3.6
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 3.6

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

E

K

2

TOTAL AUDIENCE { 10,270
(Households (000) & %) { 12.1

NBC TV

← SATURDAY NIGHT →
(11:30-12:55AM)
(SUSTAINING 12:55-1:00AM)

AVERAGE AUDIENCE { 5,260
(Households (000) & %) { 6.2 7.1* 6.1* 5.3*
SHARE OF AUDIENCE % 19 19* 19* 21*
AVG. AUD. BY ¼ HR. % 7.3 8.9 8.6 5.6 5.3 5.3

TV HOUSEHOLDS USING TV	WK. 1	49.9	46.7	40.8	37.6	34.6	32.4	29.9	27.6	23.8	21.0	18.6	17.1	14.9	13.4	12.0	10.8
(See Def. 1)	WK. 2	46.7	43.7	39.2	36.8	33.2	29.6	25.7	23.6	21.1	19.3	16.4	15.0	12.9	11.6	10.8	9.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

EVE.SAT. MAR.9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. MAR 3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 14,350 16.9		{ 17,150 20.2		{ 23,690 27.9									
	ABC TV		RIPLEY'S BELIEVE IT-NOT				RODNEY DANGERFIELD SPEC (SD)				ABC SUNDAY NIGHT MOVIE MOONLIGHTING (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,610 12.5		{ 12,900 15.2		{ 15,540 18.3		{ 18.8* 27 *		{ 19.0* 28 *		{ 18.5* 29 *		{ 16.9* 29 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 11.3		{ 22 14.9		{ 28 18.8		{ 27 18.9		{ 28 19.0		{ 29 19.3		{ 29 17.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 25,130 29.6		{ 20,890 24.6		{ 21,310 25.1		{ 18,930 22.3							
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,100 22.5		{ 18,250 21.5		{ 17,150 20.2		{ 16,050 18.9		{ 19.1* 30 *		{ 18.7* 32 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 35 21.6		{ 31 20.9		{ 29 19.1		{ 31 19.9		{ 30 20.8		{ 30 19.2			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 11,120 13.1		{ 12,140 14.3		{ 16,810 19.8		{ 18,000 21.2							
	NBC TV		SILVER SPOONS PUNKY BREWSTER				KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE SECRET WEAPONS					
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,250 10.9		{ 10,700 12.6		{ 14,350 16.9		{ 11,720 13.8		{ 13,720 16.2		{ 14.1* 22 *		{ 13.8* 23 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 17 10.3		{ 19 11.4		{ 24 11.8		{ 21 13.4		{ 19 13.7		{ 22 14.0		{ 23 14.0	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 14,410 17.0		{ 14,410 17.0		{ 14,410 17.0		{ 14,410 17.0							
	ABC TV		RIPLEY'S BELIEVE IT-NOT				NIGHT OF 100 STARS (SD)									
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,190 12.0		{ 15,200 17.9		{ 17,400 20.5		{ 18,080 21.3		{ 17,400 20.5		{ 17,400 20.5		{ 17,400 20.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 9.6		{ 28 16.9		{ 25 17.8		{ 26 16.8		{ 25 17.8		{ 27 18.6		{ 27 18.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 24,200 28.5		{ 20,040 23.6		{ 18,080 21.3		{ 17,400 20.5							
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.	
	AVERAGE AUDIENCE (Households (000) & %)		{ 18,510 21.8		{ 16,730 19.7		{ 15,030 17.7		{ 14,350 16.9		{ 17.0* 27 *		{ 16.9* 29 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 36 20.6		{ 29 19.7		{ 26 16.8		{ 28 17.8		{ 27 18.2		{ 27 18.1			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 10,440 12.3		{ 9,590 11.3		{ 17,400 20.5		{ 23,520 27.7							
	NBC TV		SILVER SPOONS PUNKY BREWSTER (R)				KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE ENFORCER(R) (9:00-10:55PM)(SD) (SUSSTAINING 10:55-11:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,320 9.8		{ 8,320 9.8		{ 13,750 16.2		{ 15,110 17.8		{ 17.8* 27 *		{ 18.0* 29 *		{ 17.3* 30 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 17 9.1		{ 18 9.2		{ 24 14.1		{ 25 15.9		{ 27 17.1		{ 27 17.8		{ 30 16.8	

TV HOUSEHOLDS US	TV WK 1	61.8	54.8	64.6	65.9	68.2	70.4	71.0	70.9	68.7	69.2	69.6	67.9	65.2	63.0	60.3	58.1
(See Def. 1)	WK. 2	57.8	60.2	62.1	63.5	65.0	66.7	67.8	69.0	67.9	68.0	67.2	65.8	63.6	61.7	58.8	55.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. SUN. MAR. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 3, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,250
(Households (000) & %) { 5.0

ABC TV

REPORT-SUN

AVERAGE AUDIENCE { 4,160
(Households (000) & %) { 4.9
SHARE OF AUDIENCE % 14
AVG. AUD. BY % HR. % 4.9

W

E

E

K

1

TOTAL AUDIENCE { 4,500
(Households (000) & %) { 5.3

CBS TV

CBS
SUNDAY
NEWS-
090000

AVERAGE AUDIENCE { 4,330
(Households (000) & %) { 5.1
SHARE OF AUDIENCE % 10
AVG. AUD. BY % HR. % 5.1

TOTAL AUDIENCE { 1,100
(Households (000) & %) { 1.3

NBC TV

G MICHAELS
SPORTS MACHINE
(12:00-12:15AM)
(SUSTAINING 12:15-12:30AM)

AVERAGE AUDIENCE { 1,020
(Households (000) & %) { 1.2
SHARE OF AUDIENCE % 5
AVG. AUD. BY % HR. % 1.2

TOTAL AUDIENCE { 3,400
(Households (000) & %) { 4.7

ABC TV

ABC
WEEKEND
REPORT-SUN

AVERAGE AUDIENCE { 3,820
(Households (000) & %) { 4.5
SHARE OF AUDIENCE % 13
AVG. AUD. BY % HR. % 4.5

W

E

E

K

2

TOTAL AUDIENCE { 4,250
(Households (000) & %) { 5.0

CBS TV

CBS
SUNDAY
NEWS-
080000

AVERAGE AUDIENCE { 3,990
(Households (000) & %) { 4.7
SHARE OF AUDIENCE % 10
AVG. AUD. BY % HR. % 4.7

TOTAL AUDIENCE { 1,360
(Households (000) & %) { 1.6

NBC TV

G
MICHAELS
SPORTS

AVERAGE AUDIENCE { 1,270
(Households (000) & %) { 1.5
SHARE OF AUDIENCE % 6
AVG. AUD. BY % HR. % 1.5

TV HOUSEHOLDS USING TV	WK. 1	50.1	43.5	35.8	31.1	26.0	22.8	20.0	18.0	15.8	14.2	12.6	10.9	8.9	7.7	6.6	6.1
(See Def. 1)	WK. 2	46.7	40.0	32.4	28.4	24.0	21.7	18.8	17.2	15.6	13.6	12.0	10.3	8.8	8.1	7.4	7.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. SUN. MAR. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON. FRI. FEB. 25 MAR 1, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,690 6.7				6,030 7.1											
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,410 5.2				4,920 5.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 5.2 5.2				25 5.8 5.8											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,570 4.2				3,650 4.3				5,260 6.2				4,750 5.6			
	CBS TV		CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,800 3.3				2,970 3.5				4,500 5.3				3,990 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 3.3 3.4				15 3.4 3.7				22 5.0 5.6				20 4.6 4.7			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	5,010 5.9				4,580 5.4				2,380 2.8				3,990 4.7			
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				TIME MACHINE				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.7				3,820 4.5				1,950 2.3				3,400 4.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	21 4.8 4.6				19 4.5 4.5				9 2.2 2.3				17 3.8 4.3			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	5,890 6.9				6,110 7.1											
	ABC TV		GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.4				5,180 6.1											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24 5.2 5.6				24 6.1 6.0											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	3,480 4.1				3,910 4.6				5,430 6.4				5,010 5.9			
	CBS TV		CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,890 3.4				2,970 3.5				4,580 5.4				4,330 5.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15 3.4 3.3				14 3.5 3.6				22 5.2 5.6				21 5.1 5.2			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	4,670 5.5				4,580 5.4				2,720 3.2				4,250 5.0			
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				TIME MACHINE				SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 4.5				3,910 4.6				2,290 2.7				3,650 4.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 4.5 4.4				18 4.8 4.5				11 2.6 2.7				17 4.1 4.4			
TV HOUSEHOLDS USING TV		WK 1	14.3	16.5	18.6	20.2	21.8	22.7	22.7	22.8	23.0	23.5	23.4	23.6	24.1	24.4	24.0	24.0
(See Def. 1)		WK 2	14.7	17.0	19.1	20.5	22.1	23.4	23.7	24.2	24.0	24.8	24.7	24.9	24.4	24.7	24.3	24.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON-FRI. FEB 25-MAR 1, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,060 3.6		3,400 4.0		3,570 4.2		4,250 5.0		8,830 10.4				7,810 9.2			
	ABC TV			TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING			ALL MY CHILDREN			ONE LIFE TO LIVE (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	2,550 3.0		2,890 3.4		2,970 3.5		3,740 4.4		6,790 8.0			7.6*	5,860 6.9		6.8*	7.1*
	SHARE OF AUDIENCE %	12		14		13		16		26			25*	24		24*	25*
WEEK 2	AVG. AUD. BY ¼ HR.	3.0	3.1	3.3	3.5	3.4	3.7	4.3	4.6	7.3	7.9	8.3	8.3	6.9	6.6	6.8	7.4
	TOTAL AUDIENCE (Households (000) & %)	7,050 8.3		8,410 9.9				8,740 10.3				6,960 8.2				5,090 6.0	
	CBS TV			PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	6,110 7.2		7,390 8.7				6,450 7.6	7.7*			5,520 6.5	6.4*			4,580 5.4	
WEEK 3	SHARE OF AUDIENCE %	30		35				28	29*			22	21*			23*	19
	AVG. AUD. BY ¼ HR.	6.8	7.6	8.5	8.8			7.7	7.6	7.6	7.7	6.4	6.4	6.7	6.6	5.3	5.4
	TOTAL AUDIENCE (Households (000) & %)	6,620 7.8		5,430 6.4		3,570 4.2		3,230 3.8		7,810 9.2				6,200 7.3			
	NBC TV			WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW			DAYS OF OUR LIVES			ANOTHER WORLD (SD)	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	5,690 6.7		4,750 5.6		3,060 3.6		2,800 3.3		6,370 7.5			7.3*	4,840 5.7		5.8*	5.7*
	SHARE OF AUDIENCE %	28		22		14		12		25			24*	20		20*	20*
	AVG. AUD. BY ¼ HR.	6.8	6.9	5.7	5.6	3.5	3.6	3.2	3.3	7.0	7.6	7.8	7.8	5.9	5.7	5.8	5.5
	TOTAL AUDIENCE (Households (000) & %)	9,060 11.6		8,810 11.8		8,140 11.7		4,080 4.8		8,740 10.3				8,070 9.5			
WEEK 5	ABC TV			TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING			ALL MY CHILDREN			ONE LIFE TO LIVE (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	2,630 3.1		2,720 3.2		2,800 3.3		3,570 4.2		6,790 8.0			7.5*	6,200 7.3		7.2*	7.4*
	SHARE OF AUDIENCE %	13		13		12		15		26			25*	25		24*	26*
	AVG. AUD. BY ¼ HR.	3.1	3.0	3.1	3.3	3.2	3.3	4.0	4.3	7.1	8.0	8.4	8.4	7.2	7.1	7.2	7.5
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	7,300 8.6		8,830 10.4				8,570 10.1				7,130 8.4				5,260 6.2	
	CBS TV			PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	6,280 7.4		7,640 9.0				6,280 7.4	7.4*			5,690 6.7	6.7*			4,670 5.5	
	SHARE OF AUDIENCE %	30		36				27	28*			22	22*			23*	19
WEEK 7	AVG. AUD. BY ¼ HR.	7.1	7.8	8.8	9.2			7.4	7.4	7.4	7.5	6.6	6.7	6.9	6.7	5.4	5.6
	TOTAL AUDIENCE (Households (000) & %)	6,200 7.3		5,260 6.2		3,650 4.3		3,230 3.8		7,810 9.2				5,940 7.0			
	NBC TV			WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW			DAYS OF OUR LIVES			ANOTHER WORLD (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		4,580 5.4		3,140 3.7		2,720 3.2		6,280 7.4			7.1*	4,840 5.7		5.8*	5.6*
WEEK 8	SHARE OF AUDIENCE %	26		22		14		12		24			24*	19		20*	19*
	AVG. AUD. BY ¼ HR.	6.2	6.5	5.4	5.4	3.6	3.8	3.1	3.3	7.0	7.3	7.6	7.6	5.8	5.8	5.7	5.5
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1 23.8	24.6	24.7	25.5	26.6	27.7	27.8	28.6	29.4	30.1	29.7	29.7	29.1	29.0	28.5	29.6
		WK 2 24.6	25.1	25.1	25.7	26.9	27.7	27.8	28.5	29.1	30.0	30.0	30.1	29.6	30.0	29.2	30.1

U.S. TV Households 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FLB.25 MAR.1, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,680 11.4													10,610 12.5		
	ABC TV		GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,900 9.3													9,250 10.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 8.8	9.0* 9.3	30* 9.6	29* 9.5												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,470 8.8													12,740 15.0		
	CBS TV		GUIDING LIGHT (50) BODY LANGUAGE												CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 7.0	6.7* 6.7	7.2* 7.2	2,040 2.4											11,210 13.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.5	22* 7.0	22* 7.3	7 2.4	2.5											
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,580 5.4													11,800 13.9		
	NBC TV		SANTA BARBARA												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,400 4.0	4.0* 13	4.1* 13*	11.0											10,360 12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 3.9	13* 4.1	13* 4.0	4.2												
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	7,470 8.8													9,170 10.8		
	ABC TV		GENERAL HOSPITAL (S)(OP)												ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,470 8.8	8.7* 8.8	8.9* 8.9	9.0											10.6 11.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 8.6	28* 8.8	27* 8.9	9.0												
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,980 9.4													13,160 15.5		
	CBS TV		GUIDING LIGHT (50) BODY LANGUAGE (S)(OP)												CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.7	7.4* 7.4	7.8* 7.8	2,210 2.6											11,460 13.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.2	24* 7.7	23* 7.9	8 2.5	2.8											
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,160 4.9													11,550 13.6		
	NBC TV		SANTA BARBARA (S)(OP)												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,230 3.8	3.7* 3.7	3.9* 3.8	3.9											10,020 11.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.7	12* 3.7	12* 3.8	12*												
TV HOUSEHOLDS USING TV WK 1			30.4	31.9	32.6	33.9	33.2	34.6	36.1	38.4	40.5	43.3	45.4	48.0	51.6	54.5	56.8	58.4
(See Def. 1) WK. 2			31.2	32.8	33.6	34.5	33.9	35.4	36.2	38.2	40.5	42.3	44.9	47.6	51.2	54.1	56.0	58.0

U.S. TV Households: 84,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.4-8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT MAR 2, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,570 4.2		4,580 5.4		4,410 5.2		5,180 6.1		5,010 5.9		4,500 5.3	
	ABC TV	{				SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800 3.3		3,740 4.4		3,910 4.6		4,330 5.1		4,080 4.8		3,990 4.7	
	SHARE OF AUDIENCE %	{				17		19		17		18		16		16	
	AVG. AUD. BY ¼ HR. %	{				3.0	3.5	4.1	4.7	4.8	4.5	5.1	5.1	4.7	5.0	4.8	4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,080 4.8		5,430 6.4		6,880 8.1		5,940 7.0		5,890 6.7		6,030 7.1	
	CBS TV	{				SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,400 4.0		4,580 5.4		5,940 7.0		5,010 5.9		4,750 5.8		4,840 5.7	
	SHARE OF AUDIENCE %	{				21		23		27		21		18		19	
	AVG. AUD. BY ¼ HR. %	{				3.6	4.4	5.2	5.7	6.8	7.3	6.1	5.8	5.9	5.8	5.7	5.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,840 5.7		5,770 6.8		6,540 7.7		8,490 10.0		9,510 11.2		7,560 8.9	
	NBC TV	{				SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,820 4.5		4,670 5.5		5,430 6.4		7,470 8.8		7,810 9.2		6,450 7.6	
	SHARE OF AUDIENCE %	{				24		24		24		31		30		25	
	AVG. AUD. BY ¼ HR. %	{				4.0	5.0	5.2	5.8	6.2	6.7	8.5	9.0	9.4	9.0	7.2	7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				5,140 3.7		5,310 3.9		5,820 4.5		5,820 4.5		5,480 4.1		4,080 4.8	
	ABC TV	{				SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,290 2.7		2,720 3.2		3,060 3.6		3,400 4.0		2,800 3.3		3,480 4.1	
	SHARE OF AUDIENCE %	{				16		15		14		15		12		15	
	AVG. AUD. BY ¼ HR. %	{				2.3	3.1	3.0	3.5	3.7	3.5	3.9	4.0	3.2	3.4	3.8	4.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,480 4.1		5,520 6.5		6,540 7.7		5,690 6.7		5,350 6.3		4,920 5.8	
	CBS TV	{				SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800 3.3		4,580 5.4		5,260 6.2		4,670 5.5		4,410 5.2		3,990 4.7	
	SHARE OF AUDIENCE %	{				20		25		25		20		19		17	
	AVG. AUD. BY ¼ HR. %	{				2.9	3.6	5.0	5.7	6.1	6.3	5.4	5.6	4.9	5.5	4.9	4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,250 5.0		5,010 5.9		7,130 8.4		8,570 10.1		9,760 11.5		8,410 9.9	
	NBC TV	{				SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,400 4.0		3,990 4.7		6,030 7.1		7,470 8.8		8,240 9.7		7,050 8.3	
	SHARE OF AUDIENCE %	{				24		22		28		33		35		30	
	AVG. AUD. BY ¼ HR. %	{				3.6	4.3	4.3	5.1	6.6	7.5	8.6	9.0	9.9	9.6	8.5	8.0

TV HOUSEHOLDS USING TV	WK 1	8.9	11.1	13.5	16.1	19.4	22.0	23.3	24.9	25.8	27.3	28.4	28.8	30.3	30.7	29.6	29.7
(See Def. 1)	WK. 2	9.3	11.2	12.8	14.6	16.5	19.5	21.5	23.4	25.1	26.1	26.6	27.6	28.2	28.6	28.3	28.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT. MAR. 9, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	5,350 6.3	5,600 6.6	5,090 6.0	5,350 6.3																							
	ABC TV			SCARY SCOOPY DOO FUNNIES (SD)	LITTLES	ABC WEEKEND SPECIALS ADVENT-TWO-MIN WEREWOLF PT 2	AMERICAN BANDSTAND																							
	AVERAGE AUDIENCE (Households (000) & %)		{	4,330 5.1	4,580 5.4	3,820 4.5	3,060 3.6	3.7*		3.4*																				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	17 4.9	19 5.3	16 4.6	13 3.8	13*		12*																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,770 6.8	5,180 6.1	7,980 9.4	6,450 7.6																							
	CBS TV			BUGS BUNNY/ROAD RUNNER 3 (SD)	PRYOR'S PLACE (SD)	CBS NCAA BASKETBALL-SAT LOUISVILLE VS MEMPH S STATE (12:00-2:00PM) (-OP)					CBS NCAA BASKETBALL-GM 2 VILLANOVA VS PITTSBURGH ARIZONA VS UCLA (2:00-4:00PM)(OP)																			
	AVERAGE AUDIENCE (Households (000) & %)		{	4,750 5.6	4,080 4.8	3,230 3.8		3.6*		2,460 2.9	3.2*	3.0*																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	19 5.7	16 5.5	13 3.7	13*		14*	13*	9	11*	10*																	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{	5,770 6.8	5,010 5.9	5,010 5.9	4,580 5.4	9,420 11.1																						
	NBC TV			KIDD VIDEO	MR. T	SPIDERMAN AND FRIENDS (SD)	INCREDIBLE HULK	NBC COLLEGE BASKETBALL NORTH CAROLINA VS DUKE (1:00-3:10PM) (-OP)																						
	AVERAGE AUDIENCE (Households (000) & %)		{	5,010 5.9	4,410 5.2	4,250 5.0	3,740 4.4	3,570 4.2	3.9*		3.7*	4.1*	4.9*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	22 5.9	18 5.9	18 5.1	17 5.3	14 4.4	14*	13*	14*	16*	16*																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{	4,870 5.5	4,750 5.6	3,570 4.2	4,920 5.8																							
	ABC TV			SCARY SCOOPY DOO FUNNIES (SD)	LITTLES	ABC WEEKEND SPECIALS COUGAR, PT 1	AMERICAN BANDSTAND																							
	AVERAGE AUDIENCE (Households (000) & %)		{	3,910 4.6	3,990 4.7	2,800 3.3	2,630 3.1	2.6*		3.6*																				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	17 4.5	17 4.7	12 3.2	11 2.5	9*		13*																				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{	4,330 5.1	3,990 4.7	5,180 6.1	8,240 9.7																							
	CBS TV			BUGS BUNNY/ROAD RUNNER 3 (SD)	PRYOR'S PLACE (SD)	WOMEN'S INDOOR TENNIS					CBS NCAA BASKETBALL-SAT MEMPHIS STATE VS FLORIDA STATE OKLAHOMA VS IOWA (2:00-4:19PM)																			
	AVERAGE AUDIENCE (Households (000) & %)		{	3,650 4.3	3,230 3.8	1,950 2.3		2.2*	2.3*	2.4*	2.2*	2,970 3.5	2.9*	3.1*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	16 4.3	14 4.3	8 2.3	8*	8*	9*	8*	12	10*	11*	11*																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{	6,280 7.4	5,770 6.8	5,940 7.0	3,910 4.6	4,840 5.7																						
	NBC TV			KIDD VIDEO	MR. T	SPIDERMAN AND FRIENDS (SD)	INCREDIBLE HULK	BAY HILL GOLF CLASSIC-SAT																						
	AVERAGE AUDIENCE (Households (000) & %)		{	5,430 6.4	5,090 6.0	5,010 5.9	3,310 3.9	2,290 2.7	2.9*	2.9*	2.9*	2.9*	2.9*																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{	23 6.5	22 6.3	21 6.1	15 5.9	9 2.7	10*	10*	10*	10*	10*																	
TV HOUSEHOLDS USING TV														WK 1	28.9	29.3	28.9	28.9	27.9	27.5	27.7	28.2	28.0	28.1	29.8	30.0	30.2	31.1	31.9	32.0
(See Def. 1)														WK 2	27.7	28.2	27.2	27.2	27.6	28.2	27.6	27.8	27.3	26.8	26.8	27.5	26.9	27.5	28.0	28.9

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR 2, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	9,080 10.7		10,360 12.2				8,660 10.2				ABC WRLD NEWS TONIGHT-SAT						
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8	5.6*	5.6*	6.3*	5,350 6.3	5.5*	6.3*	6.9*	7,220 8.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 5.4	18 *	5.7	17 *	18 *	16	15 *	16 *	16 *	8.5							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	10,780 12.7		10,780 12.7				8,320 9.8				CBS SAT. NEWS- SCHIEFFER						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,820 2.8	2.6*	2.7*	4.5	3,820 3.1*	4.1*	4.5*	5.7*	6,790 8.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9 *	9 *	9 *	12	9 *	12 *	12 *	14 *	16	7.7							
W E K 3	TOTAL AUDIENCE (Households (000) & %)	8,660 10.2		8,660 10.2				7,730 9.1				NBC NIGHTLY NEWS- SAT.						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,310 3.9	3.2*	2.9*	3.7*	3,310 3.7*	4.5*	4.9*	6,880 8.1									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 3.4	11 *	9 *	11 *	11 *	13 *	12 *	12 *	16	7.8							
W E K 4	TOTAL AUDIENCE (Households (000) & %)	7,640 9.0		7,640 9.0				8,070 9.5				ABC WRLD NEWS TONIGHT-SAT						
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,580 5.4	4.8*	5.2*	6.0*	4,580 6.0*	5.9*	6.1*	6.0*	6,540 7.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 4.8	16 *	17 *	18 *	18 *	16	17 *	15 *	16	7.3							
W E K 5	TOTAL AUDIENCE (Households (000) & %)	7,730 9.1		7,730 9.1				9,000 10.6				CBS SAT. NEWS- SCHIEFFER						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	3,650 3.1	3.1*	4.1*	4.3	3,650 4.3	3.8*	4.5*	5.1*	7,640 9.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	10 *	10 *	13 *	13	13	11 *	13 *	14 *	19	6.8							
W E K 6	TOTAL AUDIENCE (Households (000) & %)	6,540 7.7		6,540 7.7				6,710 7.9				NBC NIGHTLY NEWS- SAT.						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,120 2.5	2.8*	2.5*	2.0*	2,120 2.5	2.5*	2.2*	2.7*	5,260 6.2								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	7	9 *	8 *	6 *	7	7 *	6 *	7 *	13	5.9							
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	31.8	31.6	32.3	33.1	34.2	35.4	36.1	37.3	38.8	41.4	41.7	42.8	46.0	48.9	50.4	52.2
		WK 2	29.8	29.8	30.4	31.6	32.9	33.5	34.1	35.2	36.6	37.3	39.0	41.0	44.7	46.9	48.0	49.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. MAR. 9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN MAR 1, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SJS)

7,560
8.9

SUNDAY MORNING

2,720
3.2

FACE THE NATION

4,080

4.8

3.5*

5.2*

5.6*

2,380

2.8

19

16*

20*

19*

9

2.9

4.1

4.9

5.5

5.6

5.6

2.9

2.6

7,390
8.7

SUNDAY MORNING

2,210
2.6

FACE THE NATION

3,990

4.7

4.1*

5.0*

5.1*

1,870

2.2

20

20*

21*

19*

8

3.7

4.5

4.9

5.0

5.0

5.2

2.1

2.3

TV HOUSEHOLDS USING TV	WK 1	6.6	7.5	9.3	11.2	13.7	15.5	18.4	20.8	23.4	25.1	26.6	27.7	28.9	29.9	29.8	29.7
(See Def 1)	WK 2	7.8	9.1	10.3	12.0	14.8	17.1	18.5	19.6	21.8	23.5	25.0	26.2	27.0	27.8	28.1	28.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SUN. MAR. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,180 6.1				1,700 2.0				13,500 15.9							
	ABC TV	THIS WEEK-DAVID BRINKLEY → SPORTSBEAT															
	AVERAGE AUDIENCE (Households (000) & %)	3,140 3.7				1,360 1.6				4,580 5.4							
	SHARE OF AUDIENCE %	12				5				14							
WEEK 2	AVG. AUD. BY ¼ HR. %	3.7	3.7	3.7	3.8	1.4	1.8									3.9	4.7
	TOTAL AUDIENCE (Households (000) & %)	8,410 9.9				8,910 10.5				CBS NCAA BASKETBALL-2-SUN GEORGIA TECH VS OKLAHOMA (2:05-4:07PM) (OP)							
	CBS TV	CBS NCAA BASKETBALL-SUN WASHINGTON VS NOTRE DAME (12:00-2:06PM) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	3,480 4.1				3,570 4.2				3,570 4.2							
WEEK 3	SHARE OF AUDIENCE %	13	13 *	13 *	14 *	14 *	14 *	12 *	12 *	12 *	12 *	12 *	12 *	12 *	13 *	13 *	11 *
	AVG. AUD. BY ¼ HR. %	3.6	4.2	4.2	4.5	4.5	4.5	4.1	4.0	4.1	3.9	4.3	4.3	4.5	4.1	4.1	3.6
	TOTAL AUDIENCE (Households (000) & %)	3,740 4.4				10,780 12.7				NBC COLLEGE BASKETBALL-SU SYRACUSE VS GEORGETOWN INDIANA VS IOWA (1:00-3:17PM)							
	NBC TV	MEET THE PRESS															
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	2,720 3.2				4,250 5.0				4,250 5.0							
	SHARE OF AUDIENCE %	10	10 *	10 *	10 *	15	15	14 *	14 *	14 *	16 *	16 *	16 *	16 *	14 *	14 *	15 *
	AVG. AUD. BY ¼ HR. %	3.3	3.3	3.3	3.3	4.1	4.1	4.9	4.9	5.5	5.4	5.4	5.4	4.6	4.8	5.2	5.0
	ABC TV	THIS WEEK-DAVID BRINKLEY → SPORTSBEAT															
WEEK 5	AVERAGE AUDIENCE (Households (000) & %)	3,140 3.7				1,100 1.3				5,350 6.3							
	SHARE OF AUDIENCE %	13	11 *	11 *	14 *	14 *	14 *	12 *	12 *	12 *	16 *	16 *	16 *	16 *	14 *	14 *	14 *
	AVG. AUD. BY ¼ HR. %	3.1	3.6	3.6	4.1	4.0	1.4	1.3	1.3							4.4	5.0
	TOTAL AUDIENCE (Households (000) & %)	4,670 5.5				8,740 10.3				CBS NCAA BASKETBALL-SUN MICHIGAN VS INDIANA							
WEEK 6	CBS TV	ROAD TO LEXINGTON															
	AVERAGE AUDIENCE (Households (000) & %)	2,720 3.2				3,650 4.3				3,650 4.3							
	SHARE OF AUDIENCE %	11	10 *	10 *	10 *	13	13	14 *	14 *	13 *	13 *	13 *	13 *	12 *	12 *	12 *	12 *
	AVG. AUD. BY ¼ HR. %	2.6	3.1	3.1	3.4	3.7	4.6	4.4	4.5	4.1	4.2	4.2	4.0	4.2	4.2	4.2	4.1
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	3,650 4.3				7,810 9.2				NBC COLLEGE BASKETBALL-SU GEORGIA TECH VS NORTH CAROLINA							
	NBC TV	MEET THE PRESS															
	AVERAGE AUDIENCE (Households (000) & %)	2,720 3.2				2,970 3.5				2,970 3.5							
	SHARE OF AUDIENCE %	11	11	11	11	11	11	10 *	10 *	10 *	10 *	10 *	10 *	11 *	11 *	11 *	11 *
WEEK 8	AVG. AUD. BY ¼ HR. %	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.5	3.6	3.4	3.4	3.4	3.4	4.5
	TV HOUSEHOLDS USING TV WK 1	30.1	30.1	30.2	29.9	30.5	31.1	31.6	31.7	32.2	32.7	33.1	34.0	34.4	35.4	35.6	35.5
	(See Def. 1) WK. 2	27.7	28.4	29.0	29.4	29.4	30.5	30.8	30.9	31.3	32.3	32.6	33.0	33.8	33.9	34.5	34.8
	U.S. TV HOUSEHOLDS: 84,900,000																

For explanation of symbols, See page A

DAY SUN. MAR. 10, 1985

[illegible]

U.S. TV Households: 84,900,000

U.S. TV Households: 84,900,000
(1) NBC COLLEGE BASKETBALL-SU. SYRACUSE VS GEORGETOWN & INDIANA VS IOWA, NBC, (1:00-3:17PM)

For explanation of symbols, See page A

DAY SUN. MAR.10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-MON	2	9.55- 9.56PM	9.45																
	1	10.01-10.02PM	10.00	13,750	16.2	13,750	16.2	25	16.2										
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,680	11.4	9,680	11.4	16	11.4										
CBS GRAMMY AWARDS(S)	1	8.00-11.20PM	~GRID 11.00 11.15	38,290	45.1	20,210	23.8	35											
						20.6*	39*	18.8											
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	16,470	19.4	16,470	19.4	29	19.4										
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	18,850	22.2	18,850	22.2	33	22.2										
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45																
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	8,740	10.3	8,740	10.3	16	10.3										
	2	9.57- 9.59PM	9.45																
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	2	8.44- 8.45PM	8.30																
	1	8.45- 8.46PM	8.45	11,380	13.4	11,380	13.4	22	13.4										
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	9,080	10.7	9,080	10.7	17	10.7										
	2	9.57- 9.59PM	9.45																
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58- 8.59PM	8.45																
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	9.06- 9.07PM	9.00																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	11,720	13.8	11,720	13.8	23	13.8										
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	10,020	11.8	10,020	11.8	20	11.8										
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	8,410	9.9	8,410	9.9	17	9.9										
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	9,000	10.6	9,000	10.6	18	10.6										
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,190	12.0	10,190	12.0	20	12.0										
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	16	9.8										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.35- 8.36PM	8.30	12,900	15.2	12,900	15.2	21	15.2										
	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SUN.	1	9.55- 9.56PM	9.45	16,220	19.1	16,220	19.1	28	19.1										
	2	9.47- 9.48PM	9.45																
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	15,450	18.2	15,450	18.2	26	18.2										
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	13,330	15.7	13,330	15.7	23	15.7										
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,700	12.6	10,700	12.6	18	12.6										

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-SUN.	2	9.55- 9.56PM	9.45									12,140	14.3	12,140	14.3	22	14.3		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	1	>	11.30	5,600	6.6	4,500	5.3	15	5.9	M-F		5,940	7.0	4,500	5.3	15	6.2	M-F	
	2	11.30-12.00MD	11.30						4.7	M-F							4.5	M-F	
			11.45						3.4	TUE.									
			12.00						1.9	FRI.									
ABC ABC ROCKS		12.00-12.32AM	12.00	1,950	2.3	1,440	1.7	5	1.5	FRI.		2,380	2.8	1,700	2.0	6	2.2	FRI.	
			12.15						1.7	FRI.							1.8	FRI.	
			12.30						1.7	FRI.							1.7	FRI.	
ABC EYE ON HOLLYWOOD		>	12.00	1,610	1.9	1,360	1.6	6	1.7	M-TH		1,700	2.0	1,440	1.7	7	1.9	M-TH	
			12.15						1.5	M-TH							1.6	M-TH	
			12.30						1.0	TU&TH							1.8	M & W	
CBS AMERICAN PORTRAIT	1	>	8.45	16,900	19.9	16,900	19.9	28	19.9	MTUTH		12,480	14.7	12,480	14.7	21	14.7	TU&TH	
	2	8.58- 8.59PM	8.45																
CBS NEWSBREAK-M-F		>	9.45	13,160	15.5	13,160	15.5	23	16.6	M-F		11,800	13.9	11,800	13.9	21	13.9	M-F	
			10.00						13.8	TU & W									
CBS LATE MOVIE I		>	11.30	6,710	7.9	4,500	5.3	18	5.9	M-F		6,450	7.6	4,410	5.2	18	5.7	M-F	
			11.45				5.7*	16*	5.5	M-F						5.6*	16*	5.4	M-F
			12.00						5.5	M-F							5.1	M-F	
			12.15						5.3*	19*							4.9*	18*	
			12.30						4.8	M-F							4.6*	21*	
			12.45						4.8*	21*							4.7	M-F	
		VARIOUS TIMES	(SUS)						4.6	M-F									
CBS LATE MOVIE II		>	12.30	3,740	4.4	2,890	3.4	19	3.9	M-F		3,910	4.6	3,140	3.7	20	4.0	M-F	
			12.45						3.5	M-F							3.7	M-F	
			1.00						3.3	M-F							3.7	M-F	
			1.15						3.1	M-F							3.6*	22*	
			1.30						3.0	TUE.							3.4	M-F	
			1.45						2.9	TUE.									
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		>	2.00	930	1.1	850	1.0	11	1.0	M-THSU		1,020	1.2	760	.9	10	1.1	M-THSU	
			2.15						1.0	M-THSU							.8	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	GRID	930	1.1	850	1.0	14		M-THSU		850	1.0	850	1.0	14		M-THSU	
			2.30						1.0	M-THSU							1.0	M-THSU	
			2.45						1.0	M-THSU							1.0	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,780	2.1	850	1.0	20	1.1	M-THSU		1,780	2.1	850	1.0	20	1.1	M-THSU	
			3.15						1.1*	17*							1.0*	16*	
			3.30						1.1	M-THSU							1.0	M-THSU	
			3.45						1.1*	20*							1.0*	18*	
			4.00						1.0	M-THSU							1.0	M-THSU	
			4.15						1.0*	20*							1.0*	20*	
			4.30						.9	M-THSU							1.0	M-THSU	
			4.45						.9*	20*							1.0*	21*	
			5.00						.8	M-THSU							1.0	M-THSU	
			5.15						.9*	20*							.9*	20*	
			5.30						1.0	M-THSU							.8	M-THSU	
			5.45						1.0*	22*							.9*	19*	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS DIGEST-M-F		>	8.45 9.00	12,400	14.6	12,400	14.6	22	16.1 8.6	M-F FRI.		11,210	13.2	11,210	13.2	19	13.2	M-F	
NBC NBC NEWS DIGEST-2-M-F		>	9.45 10.00	13,070	15.4	13,070	15.4	22	15.4	TU&TH		9,850	11.6	9,850	11.6	18	11.3 12.4	MWF MON.	
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	10,100	11.9	6,280	7.4 8.2*	23 23*	8.7 7.7 7.2 6.1	M-F M-F M-F M-F		7,980	9.4	4,840	5.7 6.2*	19 18*	6.6 5.9 5.5 4.7	M-F M-F M-F M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	3,820	4.5	3,140	3.7	18	4.0 3.4	M-TH M-TH		3,310	3.9	2,800	3.3	17	3.5 3.2	M-TH M-TH	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	5,860	6.9	3,060	3.6 4.8*	17 19*	5.2 4.4 3.6 3.1 2.8 2.3	FRI. FRI. FRI. FRI. FRI. FRI.		4,750	5.6	2,380	2.8 3.5*	13 14*	3.8 3.2 2.8 2.6 2.3 2.1	FRI. FRI. FRI. FRI. FRI. FRI.	
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,630	3.1	2,120	2.5	16	2.8 2.3	M-TH M-TH		2,630	3.1	2,210	2.6	17	2.7 2.5	M-TH M-TH	

DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,360	1.6	1,270	1.5	16	1.5	M-F		1,530	1.8	1,360	1.6	16	1.6	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,040	2.4	1,950	2.3	16	2.3	M-F		2,290	2.7	2,210	2.6	17	2.6	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,790	8.0	6,790	8.0	28	8.0	M-F									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									7,050	8.3	6,880	8.1	28	8.2	M-F	
												9,080	10.7	6,030	7.1 6.4*	21 19*	6.1 6.6 7.6 8.1	WED. WED. WED. WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,530	1.8	1,270	1.5	15	1.5 1.6	M-F M-F		1,870	2.2	1,440	1.7	16	1.6 1.9	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,770	6.8	5,600	6.6	26	6.6	M-F		5,860	6.9	5,690	6.7	27	6.7	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,090	6.0	4,840	5.7	17	5.7	M-F		5,690	6.7	5,350	6.3	19	6.3	M-F	
CBS CBS SCHOOLBREAK SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15									8,830	10.4	5,520	6.5 6.3*	17 17*	6.2 6.5 6.5 6.7	TUE. TUE. TUE. TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,720	3.2	1,950	2.3	17	1.8 2.9	M-F M-F		2,630	3.1	1,870	2.2	16	1.7 2.6	M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,160	4.9	4,160	4.9	17	4.9	MWF		3,910	4.6	3,910	4.6	15	4.6	MWF	
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									4,250	5.0	2,290	2.7 2.7*	7 7*	2.9 2.6 2.5 2.8	TUE. TUE. TUE. TUE.	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,400	4.0	2,890	3.4	17	3.4		3,140	3.7	2,720	3.2	17	3.2		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,670	5.5	4,080	4.8	17	4.8		3,740	4.4	3,140	3.7	13	3.7		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,920	5.8	4,250	5.0	16	5.0		3,480	4.1	2,890	3.4	12	3.4		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,920	5.8	4,330	5.1	17	5.1		4,500	5.3	3,820	4.5	16	4.5		
ABC PRO BOWLERS TOUR	1	3.00- 4.35PM	-GRID 4.30	9,080	10.7	4,920	5.8	17										
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,330	5.1	3,820	4.5	22	4.5		3,650	4.3	3,310	3.9	21	3.9		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,010	5.9	4,840	5.7	24	5.7		5,520	6.5	5,010	5.9	26	5.9		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,670	5.5	4,330	5.1	18	5.1		4,670	5.5	4,410	5.2	19	5.2		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,010	5.9	4,410	5.2	17	5.2		3,650	4.3	3,310	3.9	14	3.9		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,480	4.1	3,140	3.7	12	3.7		3,570	4.2	3,230	3.8	14	3.8		
CBS CBS NCAA BASKETBALL-SAT	1	12.00- 2.08PM	-GRID 2.00	7,980	9.4	3,230	3.8	13										
							3.9*	13*	3.9									
CBS CBS NCAA BASKETBALL-GM 2	1	2.08- 4.09PM	-GRID 4.00	6,450	7.6	2,460	2.9	9										
							3.4*	11*	3.4									
CBS CBS NCAA BASKETBALL-SAT	2	2.00- 4.19PM	-GRID 4.15								8,240	9.7	2,970	3.5	12			
														4.3*	13*	3.8		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,580	5.4	4,410	5.2	25	5.2		3,910	4.6	3,820	4.5	25	4.5		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,920	5.8	4,750	5.6	23	5.6		4,580	5.4	4,500	5.3	24	5.3		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,390	8.7	7,300	8.6	28	8.6		7,900	9.3	7,640	9.0	32	9.0		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,960	8.2	6,620	7.8	26	7.8		6,110	7.2	6,110	7.2	26	7.2		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,250	5.0	3,990	4.7	17	4.7		5,180	6.1	5,090	6.0	21	6.0		
NBC NBC COLLEGE BASKETBALL	1	1.00- 3.10PM	-GRID 3.00	9,420	11.1	3,570	4.2	14										
							4.7*	15*	4.7									
NBC NBC COLLEGE BSKBL 2 SAT(S)	1	3.10- 5.18PM	-GRID 5.15	8,660	10.2	3,310	3.9	12										
							5.6*	15*	5.4									
DAY SUNDAY																		
CBS FOR OUR TIMES(SUS)	2	6.30- 7.00AM	6.30															
CBS CBS NCAA BASKETBALL-SUN	1	12.00- 2.06PM	-GRID 2.00	8,410	9.9	3,480	4.1	13										
							4.3*	13*	4.3									
CBS CBS NCAA BASKETBALL-2-SUN(S)	1	2.06- 4.07PM	-GRID 4.00	8,910	10.5	3,570	4.2	12										
							5.8*	15*	5.8									
NBC NBC COLLEGE BASKETBALL-SU	1	1.00- 3.17PM	-GRID 3.15	10,780	12.7	4,250	5.0	15										
							5.6*	16*	4.7									
NBC HONDA CLASSIC-SUN(S)	1	3.17- 5.06PM	-GRID 5.00	8,240	9.7	4,160	4.9	13										
							5.8*	14*	5.8									